1980
SYNDICATE DIRECTORY
PULL-OUT INSIDE

E&P

July 26,1980
One Dollar

Editor & Publisher

®THE FOURTH ESTATE

THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

Publication resumed by Detroit FP
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NEWSPAPER
SECOND CLASS P.O. ENTRY

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Beverly Kees
Assistant Managing Editor
Minneapolis Tribune

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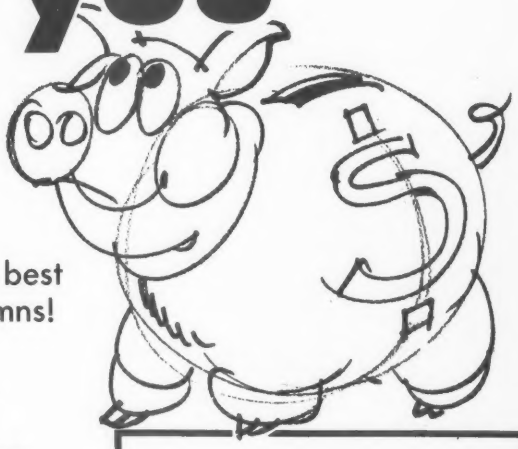

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PUBLISHED SEPTEMBER 6, 1980

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EDITOR & PUBLISHER CALENDAR OF EVENTS

July 1980						
S	M	T	W	T	F	S
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August 1980						
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September 1980						
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21	22	23	24	25	26	27
28	29	30				

AUGUST

20-25—Inland Daily Press Association, Circulation Managers' School, Marriott O'Hare, Chicago.

24-26—New York State Publishers Association 59th annual convention, Gideon Putnam, Saratoga Springs, N.Y.

30-Sept. 2—Texas Daily Newspaper Association, Del Monte Hyatt House, Monterey, Calif.

SEPTEMBER

5-7—Maine Press Association, Prout's Neck, Me.

6—Hoosier State Press Association ad seminar, Marriott Inn, Indianapolis.

9-10—Inland Daily Press Association, Group Newspaper Seminar, O'Hare Hyatt, Chicago.

11-13—Mid-America Newspaper Conference, Rock Lane Lodge, Branson, Me.

11-13—PNPA annual classified clinic, Stouffer's Valley Forge Hotel, King of Prussia, Pa.

12-14—Maryland-Delaware-DC Conference, Carousel Motel, Ocean City, Md.

12-14—National Wire Watch, Capitol Hilton, Washington, D.C.

14-16—Central States Circulation Managers Association Conference, Hyatt Regency, Milwaukee, Wisc.

15-16—6th annual Editors' Seminar at the United Nations, sponsored by the UN Association of the U.S.A.

15-16—Allied Fall Publishers' meeting, Baranof Hotel, Juneau, Alaska.

15-19—Inland Daily Press Foundation, Annual Aspen Institute Meeting, Aspen Colo.

17-19—Suburban Newspapers of America's ad conference, Netherlands Hilton, Cincinnati.

18-19—National News Council, Drake University, Des Moines, Ia.

18-20—Interstate Ad Managers Association, Sheraton Inn, Hagerstown, Md.

18-21—New England AP News Executives Association, Sebasco Estates, Maine.

19-21—Illinois Newspaper Production Conference, Sheraton Inn, Waukegan, Ill.

20-24—Canadian Circulation Managers' Association, Holiday Inn, Sault Ste. Marie, Ont.

20-25—National Press Photographers Association, Flying Short Course: Louisville, Hyatt Regency, September 20; Dallas, Twin Sixties Inn, September 21; San Francisco, September 23, San Franciscan; Boston, September 25.

23-26—National Conference of Editorial Writers, Huntington, W. Va.

24-26—PNPA 56th annual convention, Erie Hilton, Erie, Pa.

25-28—Florida Newspaper Advertising Executives sales conference, Doral Country Club, Miami.

25-28—New York Press Association, Montauk Yacht Club, Star Island, Montauk, L.I., N.Y.

26-28—New York State Newspaper Production Conference, Kutscher's Country Club, Monticello, N.Y.

28-Oct. 1—Southern Newspaper Publishers Association Annual Convention, The Broadmoor, Colorado Springs, Colo.

OCTOBER

2-5—New England Newspaper Production Conference, Dunfey's Resort Hotel, Hyannis, Mass.

4-5—Ohio Newspaper Ad Executives, Marriott Inn, Columbus, Ohio.

4-7—UPI EDICON, Hyatt Regency, Cambridge, Mass.

8-11—American Association of Sunday and Feature Editors, Don CeSar Hotel, St. Petersburg, Fla.

9-10—Pennsylvania Society of Newspaper Editors seminar, PNPA Press Center, Harrisburg, Pa.

12-17—38th annual NASA Food Editors Conference, Radison South, Minneapolis.

19-21—Inland Daily Press Association's annual meeting, Drake Hotel, Chicago.

23-25—National Council of College Publications Avisors/Associated Collegiate Press, Hyatt Regency, Chicago.

26-29—Institute of Newspaper Controllers and Finance Officers, Galt House, Louisville, Ky.

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Newsbriefs

Dow Jones to build 3 plants

Dow Jones & Co. will build three new printing plants in the South over the next several years.

With these new facilities the *Wall Street Journal* will have a total of 17 printing plants across the country.

The plants will be located near Beaumont, Texas; LaGrange, Ga.; and Charlotte, N.C. The Texas and Georgia plants will be completed by early 1982. No specific date has been set for completing the North Carolina plant. All will be equipped with high-speed presses and mailing equipment and will produce papers from full-page images transmitted via satellite from existing *Wall Street Journal* plants.

Plants now serving these areas are located in Dallas, Texas; Orlando, Fla.; Silver Spring, Md., and Highland, Ill.

Carter to report on press

Hodding Carter III, former editor who became familiar to television audiences as the Department of State's chief spokesman during the Iranian crisis, will become anchorman and chief correspondent for a projected new public television series on performance of the press.

Carter, Assistant Secretary of State for Public Affairs until July 1, is also the former editor and associate publisher of the *Greenville* (Miss.) *Delta Democrat-Times*. In the new post Carter will report and comment on how television, radio, newspapers, and news magazines handle major developments in the news.

The series of weekly half-hour programs tentatively titled "Inside Story" will employ a magazine format.

Agreement for Carter's role was reached between the series creator, Ned Schnurman, formerly an associate director of the National News Council, on behalf of his independent production unit known as The Press and the Public Project, and Norman Brokaw, William Morris Agency. The proposed series has been in development under a grant from the William and Mary Greve Foundation of New York. Producers expect to begin the series on the Public Broadcasting Service in early 1981.

MONUMENT—A forgotten monument, erected in June, 1880, was recently found standing in a Holly Springs, Miss. cemetary by Jim Abbott, editor of the *Indianola* (Miss.) *Enterprise-Tocsin*. The granite shaft, which stands 20-feet high, was erected by the Mississippi Press Association in memory of editors who died of yellow fever. The names of five editors are inscribed at the monument's base in 5-inch high letters. Newspapers throughout the country contributed money for the monument. John McLean of the *Cincinnati Enquirer* and George Chiles of the *Philadelphia Public Ledger* were the largest contributors at $100 each. The Holly Springs cemetary was selected as the site because W.J.L. Holland, editor, *Holly Springs Reporter*, a yellow fever victim, is buried in the cemetary.

Justice Brennan delays jailing of tv reporter

By John Mello, Jr.

A U.S. Supreme Court justice all but guaranteed that WBZ-tv reporter Walter F. Roche Jr. would not be spending an indefinite term in Boston's Charles St. Jail for refusing to reveal his news sources (*E&P*, July 79).

Justice William J. Brennan on July 23 delayed, until Roche's request for a hearing can be acted on by the High Court, execution of an order that would have sent the reporter to jail for contempt of court.

Action on that request is not expected until this fall. Roche's jail term, however, is pegged to the time it will take to complete closed-door hearings into the conduct of a district court judge accused of misconduct in an investigative report spearheaded by Roche.

Since those disciplinary proceedings are scheduled to end in mid-August, the jail term set in the contempt order will have expired by the time the U.S. Supreme Court considers if it wants to look at Roche's case.

"I do not believe the court has foreclosed news reporters from resisting a subpoena on First Amendment grounds."
—Justice Wm. Brennan

J. Albert Johnson, attorney for the judge that is the subject of the misconduct hearings by the state Judicial Conduct Commission, said he would attempt to have the proceedings delayed or dismissed. He has said he needs Roche's testimony to impeach or show inconsistencies in possible testimony against his client, Judge Elwood S. McKenney.

An attempt by Johnson to delay the conduct proceedings after Brennan initially stayed enforcement of the contempt order on July 18 was rejected by Massachusetts Supreme Judicial Court Justice Benjamin Kaplan earlier this week.

In granting the continuance of the stay of the contempt order, Brennan observed: "I do not believe the court has foreclosed news reporters from resisting a subpoena on First Amendment grounds.

"Assuming that there is at least a limited First Amendment right to resist intrusion into news-gatherers' confidences, this case presents an application for its invocation."

"This case," the Supreme Court justice went on to say, "does not present a question of necessity for the confidences subpoenaed. What is ranged against the asserted First Amendment interests of the applicant is essentially the respondent's convenience.

"If I am correct . . . that a majority of the court recognizes at least some degree of constitutional protection for news-gatherers' confidences, it is reasonably probable that four of my Brethren will vote to grant certiorari and there is a fair prospect that the court will reverse the decision below."

Roche's legal problems are a spin-off of a 32-minute report by WBZ-tv's investigative reporting unit, called the "I-Team," aired January 11, 1979. That report alleged McKenney, the state's first black presiding judge, used unfair practices to award cases to attorney friends, used his clout to eliminate competition between bail bondsmen, and improperly acquired automobiles for three favored women court employes.

The report led to an investigation of the judge by the conduct commission. On April 11, that panel notifed the state's highest court there was sufficient cause to hold hearings on the charges. Those hearings began July 17.

Roche, in an interview, said he was "very pleased and very relieved" with Brennan's decision. Asked if he expected Brennan to do what he did, the reporter responded: "I had given up expecting anything."

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SELF-IMAGE

Canadians on an Ego Trip —in Reverse

BY STANLEY MEISLER
Times Staff Writer

TORONTO—Canadians have a trait that is surely unique in a world full of nationalist egos: They are constantly putting themselves down as second-rate, ordinary and dull.

Months before the recent referendum in Quebec, urban affairs specialist Jane Jacobs told a radio audience that a Canadian friend was sure even then that Quebec would never vote in favor of any separatist proposal. "Why are you so sure?" she asked her friend.

"Because," he replied, "nothing really interesting ever happens in Canada."

Stanley Meisler is the Toronto bureau chief for the Los Angeles Times, which has 20 foreign bureaus throughout the world and 11 bureaus across the United States.

Variations of this attitude abound. Canadian Olympic speed skater Gaetan Boucher told the Montreal Gazette a few weeks ago that, when he races, he competes in the American way, not the Canadian way. "The attitude most Canadians have is not really right," Boucher said. "They come up to you and say, 'You were 10th, eh? Well, that's not too bad.' But it is. Compare that with the Americans or the Norwegians: They do everything to win, not to finish 10th."

In a newspaper article summing up the 1970s, novelist Robertson Davies wrote, "How have we handled the problems the '70s have brought us? Like Canadians—which is to say, with basic common sense, but heavy-heartedly and without much flair."

Toronto writer June Callwood said recently, "I think the Canadian character has always opted for what is safe and mediocre as a nation. Our greatest genius is the compromise."

TV newscaster Peter Trueman, writing in a recent book about the influence of British journalists on Canadian television, said, "The British have helped us to nurture our own neurotic suspicion that Canada and Canadians are second-rate."

Announcing the start of a television series about successful Canadians, Donn Downey of the Toronto Globe and Mail began his TV column: "The national inferiority complex is in for a boost tonight . . . ."

When the Los Angeles Times sent a correspondent to Canada to open a bureau, a few bold Canadians expressed what most of the others thought. "Was this a demotion?" a television reporter asked. And Canadians continually wonder what The Times could possibly publish about Canada. The people are dull, they insist, the politics is dull, the history is dull.

"Canadian history has always reminded me of cheddar cheese . . . ." Peter C. Newman, editor of Maclean's magazine, wrote in an editorial a few months ago. "It's just solid, occasionally tasty, but mainly uninteresting and a bit flaky."

Canadians do not seem to know much about their history and do not make heroes of their leading figures. In a 1977 book about six important Canadians, former newspaperman Charles Taylor wrote: "It seems we take a perverse pleasure in trivializing our public figures. When we look in the past, we need to see our heroes flawed: a drunken (Prime Minister John A.) Macdonald or a lunatic (rebel leader Louis) Riel. This makes them less demanding, even dismissible . . . . It might almost be said that something in us hates a hero."

Social analysts have long noted that Canadians often do not honor a fellow citizen until foreigners do so first. In an angry editorial recently, Robert Fulford, the editor of Saturday Night magazine, complained that Margaret Atwood's new novel "Life Before Man," hailed by reviewers in the United States and Britain as what Fulford called "one of the triumphs of Canadian writing," had been treated routinely by Canadian reviewers when it was published earlier in Canada. "The reception the book was given here," Fulford said, "indicated a mood, a tendency among Canadians —a stubborn refusal to believe that anything this good could be produced among us."

Atwood herself, in an interview in a London newspaper, said that Canada "does not admire success the way the Americans do: It prefers safe mediocrity and is threatened by anyone who is successful, especially outside the country."

Canadians even had trouble coming to terms with the derring-do of Ambassador Kenneth Taylor when he spirited six American Embassy officials out of Tehran in January.

Some commentators tried to use the escapade to stir some patriotic feeling. Maclean's editor, Newman, for example, wrote, "We have been handed the opportunity for a second look at the whole business of being Canadian: The chance to make a quiet tally of how much there is in this country's emphasis on individualism, freedom of expression and basic good sense that's worth preserving. There is a bit of Ken Taylor in all of us."

But Newman's own columnist, Alan Fotheringham, could not help ribbing his countrymen about the event. "There are few instances in history," he wrote, "when an inhabitant of this insignificant international backwater can make the world stage."

Most Canadians seemed to refuse to believe that the act was such a big deal. A young member of then-Prime Minister Joe Clark's staff said privately, "Tell me the truth. Taylor only did what any diplomat would have done anywhere in the world. Isn't that so?"

A Carleton University journalism student began a research project with the hypothesis that Canadian newspapers, unlike American newspapers, hyped the story out of all proportion. In fact, Canadian newspapers gave the story far less play than American newspapers.

"I'm surprised," a young woman in Toronto said when she heard the news of the escape. "Canadians usually don't stick their necks out. I wouldn't be surprised if it was the other way around: Americans saving Canadians. But Canadians saving Americans—that's unexpected."

Such attitudes can astound an outsider. Canada is hardly dull. Its traditions are heroic. Men have set across the bitter ice in often vain attempts to tame the North. It has a history bristling with tension: A fragile nation has been molded out of British conquest and French resistance; threats of separatism continually test it, politicians have been locked for years in a vital constitutional debate.

Moreover, it is hard to get bored with the politics of a country that, in the span of a single year, has voted Pierre Elliott Trudeau out of office, brought him back and then defeated a referendum proposal that might have led to the breakup of the country.

Nor does the image of being second-rate hold much water in a country so rich, industrialized, talented and educated as Canada. The owner of a Toronto television station once said, "When you're in Los Angeles, you never tell anyone you're from Canada. If they find out you're from Canada, they think you're not street smart." Yet a disproportionate number of American movie and television and stage personalities—street-smart people such as Christopher Plummer, Donald Sutherland, Genevieve Bujold, Lorne Greene, Raymond Massey, Norman Jewison, Paul Anka, Hume Cronyn, Glenn Ford, Melissa Hayden, Victor Jory, Alexander Knox, Art Linkletter, Rich Little, Joni Mitchell, Mort Sahl, Michael Sarrazin and Joseph Wiseman—come from Canada.

But the lack of justification for the self-deprecating manner of Canadians is less important than the fact that it prevails.

The Canadian personality is rooted, of course, in Canadian history, and a number of analysts have tried to explain these roots. In general, Canada is pictured as a moderate, ordered, traditional country that is tempered by dependence and compromise, uncomfortable with all the showy and loud patriotism of its great neighbor to the south.

A number of factors contribute to Canadian moderation. In his book, "The Canadian Identity," historian W. L. Morton makes much of the fact that the largest number of early English-speaking Canadians were Americans who rejected the American Revolution and left the 13 colonies to settle under the monarchy in British North America. These Canadians then were people who accepted all the restraints of monarchy and of a colonial empire. "To Americans, revolution has meant liberty," Morton wrote. " . . . To Canadians, not revolution but empire has meant liberty. Whatever the restraints empire might impose, the restraints were for the common good."

In addition, Morton said, the need to reconcile the English-speaking population fostered a spirit of compromise. He described Canada as "a country resting on paradoxes and anomalies, governed only by compromise and kept strong by moderation."

A third moderating factor, in the view of several analysts, is the harsh northern environment of Canada. "In a harsh land," Charles Taylor wrote, "we still honor all those pioneering virtues which impose restraint and engender mediocrity." Morton described the spirit of the northern environment as "moral or puritanical, being so harsh that life can allow little laxity in convention."

Dependency is another major characteristic of Canada's history and thus its personality. As a country, moderate Canada has always been dependent, first as a colony of Britain and, more recently, as almost an economic satellite of the United States. Any kind of dependency, of course, makes a people feel somewhat secondary, but the problem has been confused in Canada by the change in dependency. While it was dependent on Britain, Canada had a British identity.

"Canadians can no longer identify with Britain," Toronto television producer Larry Zolf said recently. "Once, we thought of ourselves as the most important dominion in the British Empire. Now, mother is gone, and no one has taken her place."

This problem is felt most keenly by English-speaking Canadians who continually try to establish an identity that makes them somewhat different from the enormous, engulfing American culture. French-Canadians, since they speak a different language, do not have the same identity problems.

This moderate conservatism, this dependency, this struggle for identity combine to make Canadians feel uncomfortable with the messianic, patriotic, nationalistic feelings so often expressed by Americans. Almost in reaction, Canadians refuse to pore over their history or boast about their heroes or make a fuss about their flag or push their nationalism very far. The aversion to American flashiness is strong. There may be nothing wrong with this, but it does contribute to the odd habit of Canadians in belittling themselves.

In a funny way, Canadians often seem comfortable about putting themselves down. From time to time, however, some influential Canadians issue a call for an end to the nonsense.

"It's high time we sharpened up," novelist Robertson Davies wrote in his article. "We have the intelligence, but we are lazy and shrink from using it. We must demand more of our leaders and we must give more ourselves.

"We have smoked and spluttered long enough: It is time we burst into flame."

Los Angeles Times

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Communications Act

As Congress reconvened this week, Senate and House Committees are scheduled to give immediate consideration to legislation which would re-write the Communications Act of 1934.

As was explained (E&P, July 5, page 6, and E&P, July 19, page 36) these bills—S 2827 and HR 6121—were almost reported out favorably by the two committees before recess without any public hearings. No one knows what the hurry was. Since this legislation will set the pattern for competition in electronic information systems for decades to come it deserves the serious consideration of all Senators and Congressmen.

We strongly endorse ANPA's recommendation that all newspaper executives should express their interest and concern to their Congressional delegations helping them to see the hazards of the bills as now written.

Without the recommended amendments, Congress would permit one corporation—AT&T—to become the information supplier to four out of five households in this country. Since the corporation already controls the transmission facilities, its expansion into information dissemination, storage and retrieval would be devastating to all media, particularly newspapers.

In view of its recent attempts to deregulate other industries, it would be out of character for Congress to create a monopoly in the information field.

Belgrade meeting

In a letter to the editor (July 12), a Foreign Service officer chides E&P for an editorial May 17 in which the State Department was urged to send the strongest possible delegation to the UNESCO meeting this fall in Belgrade. He said editors and publishers have done little and should do more to support legislation pending in the House and Senate to provide a stronger Foreign Service which could then field a strong delegation in Belgrade.

Maybe he has a point, and maybe that's why it took the State Department so long to wake up to the threat of UNESCO's drive for a "new world information order." It was only through the efforts of media that State began to assign delegates to some of those meetings. There were some regional sessions several years ago to which State did not even send an observer.

UNESCO meetings are attended by representatives of government. Media may send observers. It is with that in mind that the press has urged State to send the strongest possible delegation to Belgrade.

We are still waiting to get the word.

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San Francisco: 433 California St., Suite 505, 94104. Phone 415-421-7950. Peter Scott, Richard Sands—Scott, Marshall, Sands & McGinley.

Washington: 1295 National Press Building. Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

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Letters

RESPONSE

In his letter to Editor & Publisher (July 5), Kent W. Cockson, executive editor of the *Pensacola* (Fla.) *News-Journal* raises some questions about preprinted advertising inserts which should be answered.

Kent states that the Bureau's yearly report on insert usage does not tell the story of what is happening to the newshole in daily newspapers.

The Bureau started reporting insert linage at the request of our board of directors five years ago when the insert division was formed out of the former Newspaper Preprint Corporation, who had previously made up this report.

The purpose of the report is to determine the number of inserts that appear in daily and Sunday newspapers in order to show us how we are doing in relationship to the U. S. Postal Service, shoppers and weeklies.

We agree that it would be interesting to know how many of the 27 billion inserts that were run were taken away from ROP by the advertiser's decision to run inserts. Or, which advertisers came to daily newspapers out of the U. S. Postal Service, shoppers and weeklies. Unfortunately, we do not know of any newspaper or group that maintains records where we could gain this information.

The Bureau, itself, promotes insert advertising to national advertisers, who do not use newspapers as a prime medium, in hopes that the full-color, high quality printing will divert monies from their television and magazine budgets into newspapers.

In the retail area, we promote the sale of ROP advertising, and inserts only as an alternative to the U. S. Postal Service, shoppers, weeklies and hand delivery.

The transition from ROP to inserts came as advertisers needed more control over their advertising and the growing use of full-color and photography coupled with high quality printing.

In the future, we see great growth in inserts for national advertisers as an alternative to the electronic media due to the fragmentation caused by cable television. We see increased use of ROP by our retailers, who are currently using sections, to promote their stores on days other than their weekly insertions.

As always, newspapers will reflect the needs of our advertising customers.

JAMES HOLLIS

(Hollis is a vicepresident of the Newspaper Advertising Bureau.)

FOOD FEUD

The 1980 Newspaper Food Editors Conference, sponsored by NASA, will take place this October in Minneapolis—October 12 through 17.

This is the 38th conference, not to be confused with the maverick group of food editors who started their own conference in 1974 under the name of Food Editors and Writers Association.

This new group, under retiring President Donna Morgan of the *Salt Lake City Tribune*, seems bent upon destroying the regular Newspaper Food Editors Conference by releasing publicity, stating the Newspaper Food Editors Conference is sponsored by advertisers when, in fact, they know it is not. The Newspaper Food Editors Conference is sponsored by NASA, which stands for the National Advertising Sales Association. This association is made up of members of all the representative firms.

I simply do not understand why this new group is out to undermine newspapers and their sales representatives. I see nothing wrong with forming a new association among the food editors, however, their journalism ethics leave much to be desired.

FRANK B. GURDA

(Gurda is Executive Vice President, Midwest Regional Manager, BRANHAM/Chicago)

FOR THE RECORD

The story on the Bronze Star awards to three reporters (E&P, June 21) contains a factual error. The first civilian decorated for heroism in Vietnam was John T. Wheeler of the Associated Press. Wheeler had been recommended for the Silver Star. However, then Secretary of the Navy, Paul R. Ignatius wrote that this decoration was reserved for military personnel only and instead awarded Wheeler the Navy Distinguished Public Service Medal, the highest award the Navy can bestow on a civilian. Wheeler's award was for carrying a wounded and dazed Marine lieutenant through machinegun and heavy mortar fire near Thang Binh on April 19, 1965.

JOHN O. KOEHLER

(Koehler is deputy director of AP's World Services Division.)

News Council removes one CJR case charge

The National News Council, at the executive level, subsequently deleted one charge of factual error in its findings on the June 12-13 case of Enrique Durand of UPI vs. Columbia Journalism Review (*E&P*, June 28).

In its action statement favoring Durand, the findings noted author Michael Massing had "inadequate understanding of the working of a wire service . . . In one instance, UPI operations clearly outside the function and control of the Latin-American desk were, through confusion, used as an illustration of the inadequacies and bias of that desk."

Chairman Norman E. Isaacs has notified E&P that in rechecking that point, it was learned that while the reporter was paid out of the Washington bureau, he was under assignment control of the Latin-American desk and delivered his material in Spanish.

Consequently that point in the action statement was deleted from the record by executive action. Adds Isaacs: "At the time, it was the Council action and E&P's story was correct. The change was made *later* and alters the finding to that extent. In short, a slip in the Council process, but corrected for the record."

Short takes

Two men armed with guns robbed the Kona Village Restaurant & Lounge Wednesday after dining on bowls of wanton soup. . .—*Orlando* (Fla.) *Sentinel*.

* * *

Potential firemen serve a sex-month probationary period before they are allowed to join the force.—*Loveland* (Colo.) *Daily Reporter Herald*.

* * *

(E&P pays $2 for amusing typographical errors that appear in newspapers and are published here.)

BERGHOLZ

A veteran reporter steeped in California politics, Los Angeles Times Political Writer Richard C. Bergholz is a key figure in the team covering this year's presidential race for a news service dedicated to reporting in depth.

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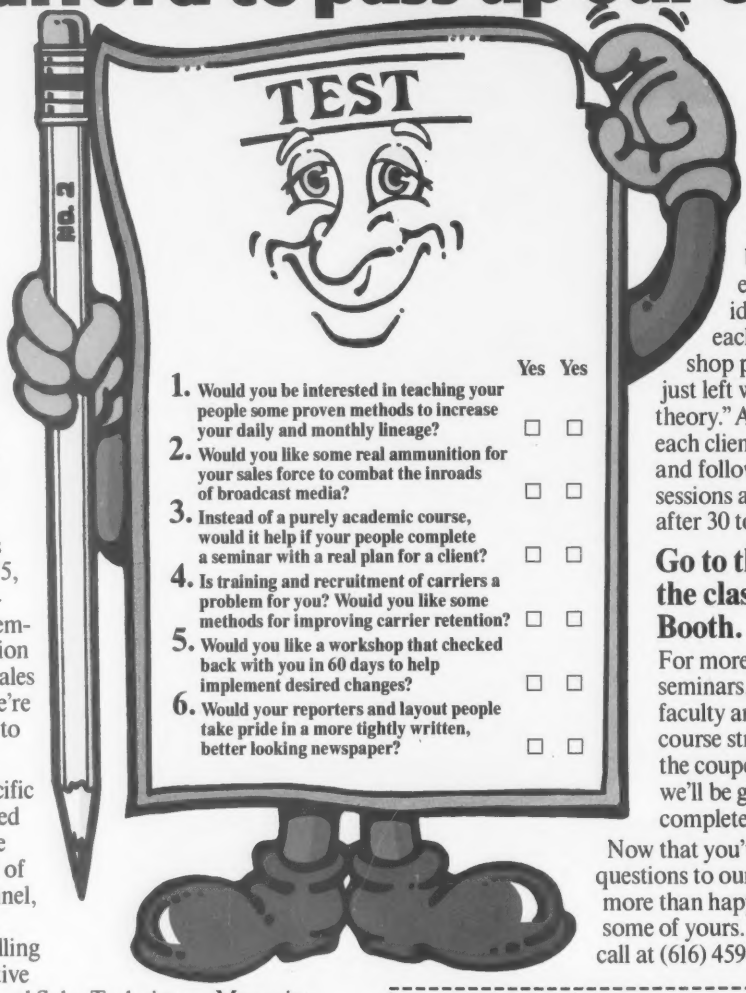

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Deliverers disrupt NYC dailies

BACK IN BUSINESS: Detroit Free Press publishes again

The *Detroit Free Press* is in business again.

Several hundred members of Teamsters Local 372 voted July 23 to accept a three year contract offered them by the Free Press. Of the 520 Teamsters members, only 3 voted no during a voice vote.

After being out since July 12, the Detroit Free Press was scheduled to publish its first edition after the strike on Friday, July 25. During the strike, Detroit's two home town newspapers, the *Detroit News* and the Free Press published under a joint masthead.

A tentative agreement was reached July 20 on a 3-year contract by the Teamster Local 372 and the Free Press, after a federal mediator stepped in.

Same as News

Don Becker, president of the Free Press, said that the contract agreed upon is essentially the same economic package that the News has and that the Council of Unions tentatively agreed on. (The Council of Unions consist of 11 unions bargaining as a group.)

The Teamsters at the Free Press broke away from the Council in 1977 and established their own bargaining schedule.

Their contract ended July 10, 1980 and they struck the Free Press on July 12, after several unresolved issues, the main one being the cost of living formula.

The 3-year agreement approved by the Teamsters includes a Cost of Living Allowance (COLA) formula which states that in the first year of the contract there would be a COLA increase of everything over 9 percent (inflation rate) and the second and third over 7 percent.

Contract provisions

Bill Louwers, vicepresident of employee relations at the Free Press, spelled out the non-economic issues in the new contract.

1. Bundles will be reduced by 5 papers when runs include a 64 or 80 page newspaper.

2. The term life insurance will be increased by $5,000 instead of $4,000, which was the publisher's initial offer. The total life insurance will be $10,000 (there was already a $5,000 clause in the old contract).

3. Continued medical insurance for surviving spouse on death of retiree for up to 24 months.

4. Drivers and jumpers will get time and a half after an 8 hour work day instead of after a 40 hour week.

Sick leave changed

In return for this, the publisher gets to increase the time frame by 6 months for new employees to become eligible for sick leave benefits. (In the old contract, new employees became eligible for sick leave pay after 6 months. The new contract calls for a 12 month wait for sick leave pay).

The publisher gave the Teamsters a letter saying he would not take disciplinary action against strikers, and in return the Teamsters gave the publisher a letter that they would not take adverse action against bargaining unit supervisors who worked during the strike.

Finally, the publisher agreed not to file a unit clarification petition with the National Labor Relations Board during term of the agreement concerning bargaining unit district managers and supervisors.

The union had a fear that the publisher would attempt to remove all district managers and supervisors from the bargaining unit. (Similar to a recent court decision at the *Oakland Press*, a newspaper in the suburbs of Detroit Michigan where the same Teamster union was involved). If the district managers and supervisors were removed from union status, it would deplete the number of union members at the Free Press Teamster unit.

Wage hike; free drugs

The economic package includes a wage increase of $31 per week for the first year; $17 per week for the second year; and $18 for the third year of the contract.

Blue Cross-Blue Shield coverage benefits include: eyeglasses, prescription drugs and dental, with the publisher absorbing the full premium. Previously, the employee shared in the cost. The 3-year contract ratified by the Teamsters on July 23, is the same one tentatively agreed upon by the Council of Unions at the Detroit News and Free Press.

AM edition delayed

The first morning edition in the 179-year history of the *New York Post* hit the newsstands on July 22 after a one day delay due to a strike by the paper's deliverers.

The original target date for the morning edition was July 21.

The strike came in defiance of a federal court order issued July 18 requiring the deliverers to comply with the Post's new work schedules.

The deliverers were not protesting the revised schedules. The strike concerned how many of the Post's morning edition papers should be delivered by the newspaper's drivers and how many morning copies would be carried by independent truck drivers who handle more than one newspaper.

The union and the Post agreed in court to submit their differences to standard grievance procedures. If no agreement is reached, the two sides will then go to arbitration.

Union fined

U.S. District Court Judge Abraham Sofaer fined the deliverers union $7,000 for contempt of the July 18 order requiring the drivers to work. Sofaer told the union he will not impose the fine if the deliverers live up to their work agreement with the Post. He added if the deliverers continue their strike, he will fine the union $50,000 for each additional day of work stoppage.

Martin Fischbein, assistant manager of the Post, said the union's action cost the newspaper $416,000.

He declined to say how many copies of the Post's 654,000 daily circulation are being printed for the morning edition.

5-day paper

The Post will publish its morning edition as a tabloid Monday through Friday. Its regular afternoon paper, also a tabloid, comes out six days a week, Monday through Saturday.

The Post made its incursion into the morning field to counter the *New York News'* announced plans to begin publishing its own afternoon edition this fall. The News has a daily circulation of 1.55 million.

The Post has extended its afternoon press run until 5 P.M. so it can carry the closing stock market prices. The News also will feature closing stock prices in its afternoon editions.

Wildcat strike

A wildcat strike by deliverers against

(Continued on page 15)

PLAN: Panax stockholders told of liquidation move

John P. McGoff, president of Panax Corp. which publishes 6 daily newspapers and 46 non-daily newspapers—most of them in Michigan—in a surprise move last week announced he is selling all Panax properties.

In a letter to shareholders it was stated that Panax Corporation's board of directors will call a special meeting in late August in Detroit to discuss the plan of liquidation. The company's management will attempt to sell all its holdings in 12 months.

It already has sold 3 daily newspapers and 2 weeklies in the Upper Peninsula Michigan to Thomson Newspapers Publishing Co. Inc. The sale, reportedly for $50 million, includes the *Mining Journal* in Marquette, the *Daily Press* in Escanaba and the *Daily News* in Iron Mountain. The weeklies are the *Copper Nugget* in Houghton and *Mid-Peninsula Press* in Escanaba.

During the proposed meeting in late August the shareholders (Panax said there are 600 shareholders but Merrill Lynch Pierce Fenner and Smith Inc., stockbrokers, report only about 300) a plan of liquidation will be proposed. The shares were selling for $13.00 per on July 22, 1980 with little activity in trading, according to a broker of Merrill Lynch.

According to a company spokesman, sale from the newspapers will be used to pay bills and settle unresolved claims. The remainder will be distributed to stockholders. McGoff reportedly owns more than 50% of Panax stock.

On July 11, an out-of-court $120,000 settlement was reached by Panax-owned Mellus newspaper with The Newspaper Guild and the National Labor Relations Board for some 40 Mellus strikers. Mellus is based in Lincoln Park, Michigan. Some 40 Mellus employees walked out September 25, 1978.

Once stockholders approve, Panax will have 12 months to sell its holdings. If they cannot be sold, the properties will go into a liquidating trust for sale with proceeds going to stockholders.

In 1979, a South African Judicial Commission charged that McGoff got more than $11.5 million from a secret South African government propaganda fund in an unsuccessful attempt to purchase the *Washington* (D.C.) *Star*. When the attempt failed, McGoff reportedly used some of the money to purchase the *Sacramento Union*.

The U.S. Justice Department and Securities and Exchange Commission are investigating McGoff's alleged South African connection. He has denied that he is an agent for South Africa or any other foreign government.

Last March the U.S. Supreme Court ordered McGoff to comply with subpoenas from the Securities and Exchange Commission in connection with an SEC probe of McGoff's reported South African ties.

McGoff has been disposing of his holdings since June, 1979—a little at a time.

The Panax Lansing and Washington, D.C. bureaus will be closed on July 31.

A. Barry Morewitz, one of the Securities and Exchange Commission attorneys involved in the McGoff investigation, said the SEC's investigation of the publisher is continuing.

Asked if McGoff's decision to liquidate the Panax Corporation had anything to do with an agreement he made with the SEC, Morewitz said, "any such action would be pursuant to a court order and it would be followed by an announcement by us." He said there is no court order and the SEC has not commented on McGoff's announcement.

McGoff told Panax shareholders in the annual report that plans called for concentrating on operations (newspapers and printing) in six major geographical areas. They were: suburban Detroit, central Michigan, three southeast Chicago suburbs in Illinois and Indiana, and suburban Washington, D.C.

A $7 million investment in a Goss Cosmo press and other equipment is expected to increase business for the Macomb County facility where a group of Panax papers will be printed, he said.

Among the 29 non-daily publications in the Panax list, McGoff said the (1978) *Upper Peninsula Sunday Times* has attained a circulation of 48,000 and its advertising income is up 59 percent over 1978 income.

McGoff said growth was also anticipated in the Detroit area where the *Macomb Daily* has 55,000 circulation and 20 weeklies serve the market.

Last year Panax reported total operating revenues of $39.8 million, with $34.7 million from newspaper publishing. The latter devision contributed $837,454 to profit. The company had an after-tax profit of $102,916.

Last fall, McGoff sold a group of 12 weekly newspapers in the Houston market to News American publishing Inc., which is controlled by Rupert Murdoch.

Also at that time Panax sold its four newspapers in Southern Florida to JT Publishing Corporation. McGoff also closed down the Panax owned Globe newspapers in northern Virginia and sold the name and circulation to a rival company.

E&P had learned at that time that Panax and McGoff might be seeking to get rid of all its newspapers, but this was denied by Panax editorial director James Whelan.

Concurring with Whelan was Frank Shepherd, Panax executive vicepresident, who said last fall that Panax was "in the strongest position, financially . . . in its history."

Failure of the Federal Communications Commission to approve Panax acquisition of two tv stations in northern Michigan for $925,000 had no significant impact on the company's financial position, the stockholders were informed by McGoff in the June annual report.

Contacted this week, Whelan said the announcement that McGoff was selling the Panax papers and shutting the Washington and Lansing bureaus "came as a complete surprise" to him.

He said Panax personnel who staff those bureaus were notified last week "in a series of intensely personal, intimate ways." Whelan said settlements to those employees who were losing their jobs were "generous."

Oil firm may drop interest in Observer

Atlantic Richfield Oil Co., Los Angeles-based conglomerate, is ready to cut off its financial support of the *Observer*, England's popular Sunday newspaper, unless it can obtain a better productivity contract with the pressmen.

Failing to reach agreement in a series of meetings, the company officials notified the five print unions that it will relinquish ownership of the paper by mid-September. The main issue is management's desire to print the Observer of 48 or more pages in one press run rather than split it up during the week.

The unions have asked for more pay, especially premium pay for the 5-6 a.m. shift in the machine-room. The company offered 3.25 pounds (about 8 U.S. dollars) for each additional eight pages when there are more than 48 pages. This would be on top of a 92-pound (about 225 U.S. dollars) for a 13-hour Saturday evening shift.

Atlantic Richfield bought the Observer for about one million pounds three years ago and invested about 8.5 million pounds in improving the publication. Circulation soared while the Sunday Times was shut down nearly a year in a labor dispute.

23% pay increase

The *Rocky Mountain News* and the Denver Newspaper Guild have reached a tentative contract agreement after 10 months of negotiations. The three-year pact, subject to ratification, would provide an average pay raise of 7.6 percent for the first year of the contract. Top-scale reporters, who earn a minimum of $445 a week, would receive a 23 percent increase in base pay over the term of the contract.

Meagher resigns as president of Wash. Post Co.

Mark J. Meagher, 48, president and chief operating officer of the Washington Post Co. announced he will resign at the end of the year "to pursue other interests".

Meagher, who has been president since November, 1977, will continue as a member of the company's board of directors, Katharine Graham, chairman and chief executive officer, said.

No successor has been chosen and Graham said Meagher had agreed to remain through December to insure an orderly transition.

In his statement, Meagher said: "Despite my love for the people and the company, I feel that I have reached a point in my life where it is time to move on to a new challenge. I am greatly pleased, however, that I will be retaining my ties with the Post as a member of the board."

Mrs. Graham said that "no one has contributed more to the development of our company over the past decade than Mark Meagher. As general manager of The Washington Post, he led the paper through its most trying hours, and on to new heights of success and profitabilty."

She was referring to a bitter strike by union pressmen against the newspaper that began in October, 1975 and lasted into early 1976.

Meagher joined the company in 1970 as a vicepresident for finance. Prior to that he was an executive vicepresident of McGraw-Hill Book Co. In 1974 he became executive vicepresident and general manager of the Post. Two years later, Meagher was appointed president of the newspaper division of the company.

In announcing his resignation, Meagher said, "I have spent an enormously satisfying 10 years with The Washington Post Co., and it is a very deep part of me. For most of this period, I have worked directly with Kay Graham, and I have particularly valued my relationship with her both professionally and personally."

Although Meagher's resignation follows a decline in company earnings during the first quarter of 1980, newspaper analysts said they did not think the earnings decline is a factor in Meagher's resignation because the company had predicted much of the decline.

Post company earnings in the first quarter declined 49 per cent on revenues that were up 16%. Net income was $3.9 million or 27¢ a share, compared to $7.7 million or 48¢ a share for the first quarter of 1979.

REJOINS: Klein appointed editor of Copley papers

Herbert G. Klein, former top aide to President Richard M. Nixon, was named to the newly created position of editor-in-chief of Copley Newspapers, a group of nine dailies, 19 weeklies and 1 biweekly in California and Illinois.

The new job will be a homecoming for Klein, who was editor of the Copley-owned *San Diego Union* before he left to direct communications for Nixon's 1968 presidential campaign. He served as Nixon's Communications director in the White House from 1969 to 1973.

After resigning from the White House staff in 1973, he was named a vicepresident for Metromedia Inc. Recently, he has been head of his own media consulting company in Los Angeles.

Klein's office will be in the Union-Tribune building. According to Mrs. Copley he will be involved in policy making for the two San Diego dailies and also will have a policy role in the group's other papers, as well as critiquing them for makeup and style.

Klein will report directly to Mrs. Copley as publisher of the Union-Tribune Publishing Company and as chairman of the Copley Press, Inc. In San Diego he will coordinate closely with Alex De Bakcsy, Copley Press vicepresident and Union-Tribune general manager, and with the editors of the two newspapers, Gerald L. Warren of the Union and Fred Kinne of the Evening Tribune.

"We're very happy to have him back" Mrs. Copley told E&P. "and he will be working with some people whom he has known for 30 years."

Herbert G. Klein

The Copley head said that Klein will be involved in acquisitions "if there are any."

Klein will assume his new post on a part-time basis in August and will become full-time October 1, Mrs. Copley said.

Klein's new book on government-media relations is scheduled for publication in September.

Klein said he was delighted to be back in the newspaper business.

"I've done several things but my life has really been newspapers," he noted. "I consider this a great opportunity."

Harold E. Martin heads Jefferson-Pilot papers

Harold Eugene Martin, was named president of Jefferson-Pilot Publications, which owns daily newspapers in Florida, Oklahoma and Texas.

Martin succeeds J. Thomas Ricketson, who resigned to direct his interest toward personal newspaper holdings in Florida, Arkansas and Louisiana.

Martin will operate out of Greensboro, home-office city of Jefferson-Pilot Corp. of which Jefferson-Pilot Publications is a subsidiary. The organization's dailies include the *Clearwater* (Fla.) *Sun, Altus* (Okla.) *Times-Democrat, Laredo* (Texas) *Times, Texas City Daily Sun, Beaumont* (Texas) *Enterprise* and *Journal*. Jefferson-Pilot also publishes several weeklies.

While he was with the *Montgomery* (Ala.) *Advertiser* and *Alabama Journal*, Martin won a 1970 Pulitzer Prize in special local reporting for an expose on the use of prisoners in drug experimentation in Alabama.

Most recently, he completed a year as distinguished visiting professor at the University of Florida School of Journalism in Gainesville. Before that, Martin was executive vicepresident and chief executive officer for the Southern Baptist Radio and Television Commission in Fort Worth.

Martin began his newspaper career as a printer's apprentice in his native Alabama, and served Newhouse Newspapers as assistant business manager of the *Syracuse Herald Journal*, assistant production manager of the *St. Louis Globe-Democrat* and assistant general manager of the *Birmingham News*.

From 1953 to 1970, he was publisher of the Montgomery Advertiser and Alabama Journal. When those papers were bought by Multimedia in 1970, he became editor-publisher of the Advertiser and Journal. In 1973, he was named president of the Multimedia newspaper division and vicepresident of Multimedia.

WHOOPS: Headlines call wrong ticket

By Celeste Huenergard

The televised minute-by-minute leaks that surrounded the National Republican Convention (July 16) transformed newsrooms into high risk betting parlors as they tried to meet deadlines and pick that night's winner: Ford or Bush.

The lucky ones managed to shout "stop the presses" just in time. The less fortunate watched their frenzied efforts turn into collector times.

The *Chicago Sun-Times* walked off with the "most famous" title in the latter category, after 125,000 copies of their 10:45 p.m. three-star edition turned up on subscribers' doorsteps, proclaiming: "It's Reagan and Ford."

Eight hundred miles away in Raleigh, N.C., the *Times and Observer* was already 5,000 copies into its third press run with an innocuous headline declaring Gerald Ford was considering the v.p. spot. All that changed a little after 11:00 p.m. with the arrival of an Associated Press story tagged "urgent" whose lead convinced editors the running mate was Ford.

The daily stopped its presses, made over a plate and anointed the 38th president of the United States the chosen one in 72-point type.

"We ran 33,000 copies like that," editor Claude Sitton said. "And then we scrapped that mother and went with the correct story."

The correct story came across the wires a little after midnight.

"There must have been a lot of other papers in our time zone that made the same mistake," Sitton said.

There were. The *Shreveport* (La.) *Times,* the *Gainesville* (Fla.) *Sun* and the *Allentown* (Pa.) *Call-Chronicle* all printed initial smaller runs proclaiming Ford the winner.

Gainesville and Allentown blamed their error on the same AP story.

Shreveport apparently misread instructions on a United Press International lead which moved at about the same time. The lead also declared Ford the winner but told subscribers not to release it until after midnight. The daily went to press at 11:45 with 3,000 inaccurate copies.

At first glance, it is easy to see how some news executives were misled by the 11:04 AP story which began: "Gerald R. Ford, 38th president of the United States, accepted on Wednesday night an invitation by Ronald Reagan to be the vice presidential nominee on the 1980 Republican ticket. Never before had a former president agreed subsequently to serve in the number two job."

AP executive editor Lou Boccardi was adamant, however, in stressing that the story in question was based on "reliable sources" identified further down in the story.

"Our sources were wrong so we were wrong, that's all," Boccardi told a reporter.

The only daily mentioned here that destroyed its inaccurate copies was the *St. Petersburg Times.*

"We went to press unfortunately on time that night at 12:05 p.m., with the wrong story," city editor Michael Foley explained.

Before the right story came through, 6,500 copies had already rolled off the presses.

Managing editor Andrew Barnes made the decision to stop the presses, while circulation director David Fluker and operations manager Norman Dusseault made the decision to destroy the papers.

"I guess the reason we did it was that we were wrong, and we didn't want to put out a paper that was wrong and be embarrassed by it," Foley said.

The city editor blamed the original Ford headline on the former president's interview with several network anchor people, the AP story and the paper's own six correspondents in Detroit.

The other dailies mentioned here loaded their premature copies onto delivery trucks.

"We didn't consider another run because it wasn't that crucial," Allentown managing editor Robert Mellis said. "If it were the death of a president then we would have. But the life and death of the United States doesn't hang in the balance of whether Ford or Bush is the second man on the Republican ticket." The

(Continued on page 28)

Cartoon by Hy Rosen
Albany (N.Y.) *Times-Union*

Manchester
Evening Herald

Area delegates delighted

It's ~~Ford~~ Bush

Steve Harry, headline writer, *Manchester* (Conn.) *Evening Herald,* summed up the ticket confusion with this page 1 head in the July 17 edition.

Pleasant
Sunny, little humidity, temperatures in the 80s. Details on Page 103.

Sun-Times
Chicago, Thursday, July 17, 1980
★★★ Final
20¢ city and suburbs; 25¢ elsewhere

It's Reagan and Ford

STANDARD BEARER of the Republican Party, Ronald Reagan holds hands with his wife Nancy in Detroit as he awaited official vote of the delegates late Wednesday in the convention hall. While delegates named Reagan their 1980 presidential nominee, former president Gerald R. Ford emerged as the running mate. (AP)

Former president agrees to VP deal

By Jerome R. Watson
and Patrick Oster
Sun-Times Correspondents

DETROIT—Gerald R. Ford has accepted the vice presidential spot on the GOP ticket, yielding to an all-out effort by Ronald Reagan to win the former president as his running mate, sources said Wednesday night.

Ford and Reagan were reportedly on their way to a joint press conference in Detroit late Wednesday before the GOP convention.

A key element in the agreement, sources said, was a plan to grant Ford a key policy role in a Reagan administration.

In what was a virtual demand for a co-presidency, Ford said on television that, "I would not go to Washington and be a figurehead vice president. If I go to Washington, I have to go there in the belief that I could play a meaningful role."

Ford's decision came after Reagan Wednesday afternoon had told a CBS-TV interview that if he "were to accept Reagan's offer for the No. 2 spot, it would have to be 'predicated on the arrangements I would expect'."

Reagan canceled two appearances late in the day to concentrate on the VP decision.

Ford said "it [the vice presidency] would have to be a far different structure a far different role, than any vice presidency I have known in the past 30 years." But he said his concept of the vice presidency does not include an additional office, such as a Cabinet post, or a separate staff operation.

While declining to be more specific about his demands, Ford did say the role he was interesting on had to be "non-ceremonial, constructive and responsible."

To become a ceremonial figurehead after having held the highest office in the land, Ford said, "wouldn't be fair to Betty [his wife], for me, for the president and for the country."

FALLING. Nancy Reagan grabs railing on GOP convention podium. Smashingtion Warren reaches out to help. Mrs. Reagan slipped while returning to her seat Wednesday. (AP)

Mrs. Ford, once seen as opposed to any return to politics, earlier indicated she no longer would object if Ford's candidacy were in the interests of the party and country.

Ford said a decision on a joint ticket would be "tough" for him and Reagan.

Ford's acceptance of the vice presidential spot marked a startling turnabout from his

Turn to Page 8

2 of 3 jetliners face safety check

FAA finds potential engine defect: Page 3

REP CHANGE: MMN lands Phoenix Newspapers

By Bill Gloede

After evaluating presentations from five national newspaper representative firms, Phoenix Newspapers, Inc. has cancelled its contract with Story & Kelly-Smith, Inc. and opted for cooperative membership in Million Market Newspapers, Inc., nudging out Branham Newspaper Sales.

The account, according to industry observers, is worth approximately $450,000 in annual billings and is believed to be one of the largest accounts held by an independent rep firm. The papers gross about $6 million a year in national linage.

"There has been an agreement as of last Friday," said Joseph Mashio, Million Market's director of sales development. He reported that although the official paperwork had yet to be completed, Phoenix Newspapers joined Million Market on July 21.

Phoenix Newspapers, Inc., which publishes *The Arizona Republic* and *The Phoenix Gazette*, is a subsidiary of Central Newspapers, Inc. Central Newspapers also owns the *Indianapolis* (Ind.) *Star* and *News*, which is one of eight newspaper companies repped by Million Market before the Phoenix agreement.

According to Phoenix Newspapers executives, the Central group's previous affiliation with Million Market was not the major factor in the Phoenix decision to join the cooperative rep firm.

"I am president of Phoenix Newspapers, but I went out of my way to say to them (Phoenix-based executives) that the decision was theirs," said Eugene S. Pulliam, who is publsher of the Indianapolis newspapers and the *Muncie* (Ind.) *Star* and *Press*. He did say that Indianapolis was "very happy" with Million Market Newspapers. He holds the MMN chairmanship for 1980.

Darrow "Duke" Tully, publisher of the Phoenix Newspapers, said the decision to go with Million Market after hearing presentations from Cresmer, Woodward, O'Mara & Ormsbee; Sawyer-Ferguson-Walker; Branham; and Story & Kelly-Smith, was based on the concept of the cooperative rep firm.

"We are interested in the unique concept of Million Market," said Tully, "it actually necessitates involvement throughout the organization, from the publisher to the marketing director to the advertising executives."

Tully also said the decision was influenced by the prospects for Million Market to expand its presence in the western U.S. The firm has not represented a western newspaper since the *San Jose Mercury News* was acquired by Knight-Ridder and subsequently removed from the Million Market cooperative.

Tully said a Million Market western expansion could provide "joint selling opportunities," but he refused to elaborate, referring E&P to Million Market executives.

Joseph R. Buell Jr., Million Market president, said, "we will increase the manning of our west coast offices," but he said the firm was "in no way" considering any joint sales efforts, which would be legal only in the case of the Central group newspapers. He insisted that "each paper will continue to be sold individually," and stated that "absolutely no change in policy" was being contemplated.

On the subject of the Phoenix/Million Market agreement, Buell said, "We're very pleased to have Phoenix as a partner, it is, you know, the fastest growing market in the United States (with over 1 million population.)"

Buell said the combination of Million Market's sophisticated audience measurement and demographic techniques and the Phoenix market fit perfectly with Million Market's strategy of representing only large newspapers with high penetration in large markets.

Story & Kelly-Smith President Robert Lambert, while declining to comment on the specifics of the account change, stated, "We're in the advertising business. BBD&O and J. Walter Thompson, once in a while, have an account leave and go elsewhere."

Million Market Newspapers, now in its 21st year, began operating as a cooperative rep firm with five newspaper members, including *Boston Globe*, *Philadelphia Bulletin*, *Washington Star*, *The Milwaukee Journal/Sentinel*, and the *St. Louis Post Dispatch*. In 1969, the Mercury News joined as a full partner, but withdrew in 1976 to join the Knight-Ridder sales group. St. Louis left the cooperative this year to join the Newhouse sales group. The current MMN roster includes the Phoenix Newspapers, *Hartford Courant*, Star, the *Atlanta Journal* and *Constitution*, Indianapolis Star and News, Boston Globe, *Detroit News*, Philadelphia Bulletin and the Milwaukee Journal/Sentinel.

Disruptions

(Continued from page 11)

the Metropolitan News Co. kept 120,000 copies of the *New York Times* and 6,000 copies of the *Wall Street Journal* from reaching newsstands and subscribers. The wildcat strike by drivers started July 18.

Elliot M. Sanger Jr., a spokesman for the Times, said the distribution losses had fallen from 120,000 copies each last Friday and Tuesday to 80,000 copies on Wednesday (July 23) out of a total press run of 900,000 copies.

The deliverers action affected Times and Journal readers on the east side of Manhattan and in parts of Brooklyn and Queens. Copies of the paper were available on newsstands in lower Manhattan and west of Fifth Avenue.

The Times made additional copies available in the lobby of its main offices at 229 West 43rd Street in Manhattan for dealer and wholesaler pick-up.

Metropolitan News delivers about 32,000 copies of the Wall Street Journal in Manhattan. When the strike occurred, the Journal used its own drivers and trucks to deliver 26,000 copies of the paper to newsstands in the affected areas. The Journal's total retail sales on New York City newsstands is about 95,000 copies daily.

Officials for Metropolitan News were unavailable for comment on the causes of the strike.

According to a Times spokesman, the strikers are part of a dissident group protesting work changes instituted by Metropolitan News.

He said Metro has gone to court to seek an injunction against the deliverers who are represented by the Newspaper and Mail Deliverers Union. The Times is not contemplating any action against the union, he said.

The New York Times is removing some of its honor boxes from the west side of Manhattan on an "experimental basis."

The paper made its decision after an arbitrator ruled the newspaper had used union drivers to service the boxes.

"The arbitrators decision specified certain conditions which made the cost of maintaining the boxes too high," a Times spokesman said. "We're taking out just a limited number on the west side." He declined to give a specific number for how many boxes are being removed.

Representatives of 6,300 striking paperworkers and the world's largest newsprint manufacturer returned to the bargaining table (July 21) with the hope of ending a strike that is depleting newsprint supplies in the U.S.

Spokesmen for the Canadian Paperworkers Union and Abitibi-Price Inc. said the two sides resumed talks J.D. Speranzini, an Ontario labor ministry conciliator representing the three provinces—Ontario, Quebec and Newfoundland—affected by the strike, now in its third week.

Co-op sales increase with computer system

This year about six and one half billion dollars will be made available to distributors and retailers for cooperative advertising. About 60-65% will be used.

It is not a problem finding someone to spend it. Everyone wants to spend the money. Manufacturers want the advertising exposure for their products. Retailers and wholesalers want to move the products. Media representatives want to increase the budget of their advertising clients.

The problems nagging cooperative advertising and preventing the billions from being spent have basically revolved around the administrative burden of paperwork. The inevitable results have been that most have turned their backs to this lucrative sales tool.

A revolutionary computer system designed by the *Virginian-Pilot* and *Ledger-Star* has eliminated the massive paperwork associated with selling co-op advertising at the retail level. The result is a substantial savings in man hours and the potential of doubling the newspapers' co-op revenue within a year.

The system—conceived by George Brooks, co-op advertising manager—is designed to make co-op information available to retailers and newspaper advertising representatives in a form that is easy to understand and use. "It generates information so fast, that compiling comprehensive co-op audits is possible in minutes, helping make co-op as much of a routine sales tool as a spec layout," explains Brooks. "The secret is to summarize the essential parts of a co-op program and eliminate the complexity of co-op," he added. "That makes it convenient. When information is convenient it gets used. When we use it, we get the co-op sale. In the past, auditing all of a store's co-op and compiling a convenient package was too time consuming. With the computer we can do it quickly, service more customers, and make more sales."

The Norfolk, Va. based newspapers have relied heavily on the co-op audit as a sales tool for over a year. In an audit, the newspapers' representative first completes an inventory of the merchandise a retailer carries. Then the co-op department researches the available co-op plans, helps determine how much co-op money is available to the customer, explains the qualifying rules of each program and shows the retailer how to file his claims. The job used to be done by hand, taking up to six weeks to complete. The new co-op computer reduced service time to a matter of hours.

Using an IBM System 34 minicomputer, data is entered via an online VDT. The information includes:

1. Name and address of manufacturer
2. Name, title, address and phone number of the manufacturer's representative or distributor.
3. Address to which the co-op claim should be sent.
4. Products which qualify under the terms of the co-op program.
5. Participation percentage.
6. Method of accrual.
7. Provisions for Classified Advertising (TML's etc.).
8. Expiration date of the co-op program.
9. Availability of velox art and/or printed copy of manufacturer's program on file in newspaper.
10. Copy and art requirements.

Once the data is loaded, it can be accessed on-line and/or printed by merchandise category, product, manufacturer's name and participation percentage.

When accessing information by merchandise category the VDT displays all manufacturers, their products, percentages of participation and accrual that pertain to a specific product group. From this list, the newspapers' salespersons are provided with a summary of co-op plans for use on daily sales calls. "Our salespeople can call on a hardware store with a list of over 100 co-op programs that the account may qualify for. Once he tells us which products he stocks from the products listed, we can provide him with all the information he needs to run a co-op ad schedule within 48 hours. In most cases, we can provide the manufacturer's art work too," said Brooks.

In addition to supplying information on request, through the VDT and its adjacent printer, the system can also produce summary reports for the sales staffs off line. These reports contain all the information available on the plans in the system—including copy and art requirements, etc. Thus all the details of each co-op program are always available to all salespeople.

The co-op computer system serves to make co-op simple and easy to use for customers and sales representatives alike. With over 80% of all available co-op money in the hands of retailers this system will do much to insure that the Norfolk newspapers get their fair share of co-op sales.

48-page edition marks 100th birthday

The *Enfield* (Conn.) *Press* first published Friday May 28, 1880 and marked the occasion of its 100th anniversary on May 29, 1980 by publishing a special 48-page anniversary issue.

The newspaper is one of three owned by Hartford Publications, Inc. of 71 Church Street, Enfield, Connecticut who also publish the *Northern Connecticut Bazaar* and the *Longmeadow* (Mass.) *News*. Hartford Publications is also a central printing shop for several other Connecticut and Massachusetts publications.

The company is owned by Richard J. Hartford, former managing editor of the *Hartford Times* and Dexter S. Burnham, former Hartford Times State editor. Hartford is editor and publisher of the Press and Burnham is general manager and managing editor.

The anniversary issue, in addition to being well sold, contained tributes from President Carter, Connecticut Senators Abraham Ribicoff and Lowell Weicker, Governor Ella Grasso and a special cartoon prepared by Edmund Valtman, a Pulitzer prize winning Cartoonist, when he too was with the Hartford Times and the Gannett Newspapers.

The Press normally has a distribution of 9,000 papers weekly but to commemorate its century mark, provided free of charge, a paper to more than 14,000 families in Enfield. Population of Enfield is 47,000.

ANPA buys Hendrix production system

Hendrix Electronics, Manchester, N.Y., announced the sale of an HS46 Production System to the American Newspaper Publishers Association.

Hendrix is to provide and install in September 1980 an HS46 processor, nine Edit III video display terminals (one remote terminal located within the Easton, PA facility), two 4/SIGHT Soft Copy Display Terminals, a Hendrix TYPEREADER 2 page reader, an online Qume printer, and VERSION 3 software with an interface to a Mergenthaler 202 typesetter.

The Hendrix HS46 System will be used in production of the ANPA publications including its monthly publication.

After installation of the HS46 System, ANPA is planning to add two Hendrix page layout terminals. The page layout system was demonstrated at this year's ANPA/RI Production Management Conference by HASTECH, Inc. (a subsidiary of Hendrix).

Within the next few months, Hendrix is planning to announce the page layout terminal as an add-on capability to their HS46 and HS47 Systems.

Police-media feud

Pr-ad campaign started by Los Angeles police

By M.L. Stein

Months of strained and often bitter relations between the Los Angeles news media and the police department have spurred two recent actions designed to improve the situation.

The Los Angeles police protective league announced the kickoff of a $1 million public relations campaign to brighten the image of the city's police officers.

Shortly before the amendment, police officials and new representatives met at the *Los Angeles Times* building to attempt to work out their differences. Both sides agree that most of the problem lies in the public and press criticism of police involved shooting of civilians.

Attending the meeting were delegates from the Times, *Daily Breeze* in Torrance, City News Service, Greater Los Angeles Press Club, Channel 7, Los Angeles Police Department (LAPD), Beverly Hills police department, California Highway Patrol and the Los Angeles County Sheriff's Department.

"I think it did some good," said LAPD spokesman, Lt. Dan Cooke. "We talked about our mutual problems. We discussed police-press relations. We tried to understand each other."

The public relations drive, believed to be unprecedented, will be financed by money from the League's general fund and by fund raising events and member dues, George Aliano, League president, said.

Aliano told E&P that police unhappiness was partly the result of the reporting of last year's fatal shooting by police of a housewife, who had threatened the officer with a knife, and the crippling of a service station attendant, shot by a policeman who mistook him for a robbery suspect.

"But we also object to the way the press reports internal matters," Aliano went on. "If the Police Chief tries to correct a problem in the department, it's presented as a fight among ourselves."

Aliano declined to blame individual news organizations but in recent months police have hurled criticism at the Times, *Herald Examiner* and Channel 7.

They were particularly incensed over a Times cartoon by Paul Conrad which implied that LAPD officers are trigger happy.

"The cartoon was in bad taste," Aliano declared. "Nobody can know what it's like to be a police officer unless he has actually been one. The job cannot be explained."

The Police Protective League, a bargaining unit separate from the Police Department, took an ad in the Times, accusing Conrad of "unsound thinking" and "irresponsible journalism."

After the housewife shooting, the organization purchased a Times' ad, asking why similar publicity had not been given to the slaying of two police officers in the line of duty.

"We would like to see the same kind of attention paid to officers killed on the job and to what their family feel," Aliano said.

The police department, Lt. Cooke said, is conducting its own public programs to create a better image of itself.

The protective league's P.R. campaign will be directed by Elliott Curson Advertising, a Los Angeles public relations firm that handled most of the publicity in Ronald Reagan's successful bid for the Republican presidential nomination.

The campaign will involve newspaper, television and radio advertisements plus a series of community meetings at which police will show a documentary film detailing their accomplishments and portray the family life of police officers, Aliano said.

News executives contacted by E&P unanimously deplored the police-media feud but stood by their rights to report the news objectively and render editorial judgments whether it pleases the police or not.

"I don't feel guilty about this" William F. Thomas, editor of the Los Angeles Times, declared. "I share their (police) concern over the series of shooting occurrences but we have reported all this as fairly as we could. The facts are tough; events are tough. There is no way the police can ignore what has happened. It's hard being a policeman but that doesn't mean a wrong should not be righted."

Thomas was referring to the police shootings which have brought strong objections from minorities and civil rights groups in the city.

Los Angeles Herald Examiner editor James G. Bellows said, "we are just doing our job of informing the public. We hope that relations with the police can be improved."

Bill Farr, president of the Los Angeles Press Club and a Times courts reporter, conceded that, on occasion, the Los Angeles media "has been guilty of careless reporting."

"A large percentage of police officers believe the press has been hypercritical," Farr continued. "Since they also have First Amendments rights, they are fighting back. But they should realize that we have a legitimate right to focus on police shootings. I would like to see both sides be a little more reasonable on this issue. There should be balanced reporting and, at the same time, the police should be more open in the matter of their internal problems."

Lt. Cooke agreed there should be more mutual understanding but he complained of unfairness in the way news organizations deal with inaccurate reporters.

"If a complaint is made about a police officer it is investigated and, if proven valid, goes on his record. He may not make rank. But what happens when we complain about a reporter who puts out false information? Nothing. His superiors don't do a thing about it."

Aliani added: "We're not trying to prevent criticism of the police department. All we ask is that the press be fair and constructive."

Magazine to offer organized crime information service

Beginning September 1, *Organized Crime Review*, a magazine based in Reno, Nevada, will offer an Organized Crime Information Service to law enforcement people and the news media.

Publisher Ryan Quade Emerson said the information available will provide law enforcement officials and members of the news media with instant background data on those with a history in organized crime.

In order to take advantage of this service, a person must be either a subscriber to the magazine or pay a special service charge. An annual subscription to the magazine, which will include the special service, is $50. In order to just receive the service, a person will be required to pay $25. They will get a special identification number that will enable them to phone to get the background information they are looking for.

Monroe dailies consolidate

The *Monroe* (La.) *Morning World* and the afternoon *News Star* will be consolidated into an enlarged publication for morning delivery beginning August 4.

Publisher Ken Andrews said the combined newspaper will offer the resources of both staffs, plus several new features, columns and comics. The new newspaper will be called the News-Star World.

The Morning World has a current circulation of 35,500 daily, and the News-Star has a circulation of 9,850. They are owned by Gannett Co., Inc.

Viewtron test started by Knight-Ridder

American Telephone and Telegraph Company and Knight-Ridder Newspapers began July 14 in Coral Gables, Fla., a joint trial of an interactive home electronic information system called Viewtron.

About 160 households (total) over the next six months of the experiment, will be provided with a free home information service that has been designed to provide a combination of news, information and in-home shopping. Each family (about 25) will have the service for 30 days and then will respond to questions on system usage and content.

Both AT&T and K-RN are seeking answers to what consumers want in a home information system, how much they are willing to pay for such a system, and is such a service feasible to pursue.

The interactive two-way service has a database of 15,000 full-screen "pages" of information. Transmission is at 9.6 kilobits over separate but ordinary Southern Bell telephone lines to upscale families in Coral Gables, a Miami suburb. The experiment is the first major one in the U.S. of the videotex home information concept.

The Viewtron interactive system is basically two services for the home. The first is a Home Information/Management service and the second is Home Transactional service.

Each family member in the experiment will have his/her own ID number and a confidential password. The home terminals consist of a 19-inch color television set modified to receive the Viewtron information, a typewriter like keyboard, a remote-control keypad resembling a hand calculator, and an electronic control unit connected to a regular telephone line.

The tv screen holds 20 lines of information with 40 characters per line and has a 96 ASCII character set. Graphics for the system are down loaded.

The Viewtron service does not have any sound and for the experiment the tv reception capability (regular tv programs) of the terminal has been disabled. The terminal for the trial represents the joint efforts of AT&T, Bell Telephone Laboratories and Western Electric. The terminal is of a different design from that used in the Albany, N.Y., electronic directory test conducted by AT&T and N.Y. Telephone Company in 1979.

The Home Information/Management section of the database provides the user with a complete, continually updated news report from the *Miami Herald*, the Associated press and the *Wall Street Journal*.

Updating of this section takes place 18 hours a day, seven days a week. And the design of this news section is rooted in the newspaper while the graphics (in color) treatment has been designed to provide a distinctive approach for each major category in the total database.

Other parts of the Information/Management section of the database include: Sports; Education; Health; Money Management; Consumer; Home; Bulletin Board and Games and Quizzes.

The Consumer category has information on local gas prices while the Health category has a Tel-Med (telephone-medical) Library listing. Emergency telephone numbers are also part of the Health category.

The Home Transactional section of the database gives the user the opportunity to purchase merchandise and/or make airline reservations.

Tele-Ordering, in-home shopping or Tele-Shopping are all names presently given to the concept of buying at home through the videotex approach. In the Viewtron system the families will be able to do Tele-Shopping via an electronic catalog from Sears, Roebuck and Co. and J.C. Penney Co. During the experiment the families will also be able to select a catering service from Master Host Dinner Service; order food and staple household items from Grand Union Co.; select local restaurants for dining; and buy books from B. Dalton Booksellers.

A total of 16 advertisers are participating in the experiment and are not paying for the test. The user calls up on the screen an order blank and then fills in pertinent information such as credit card number; and sends this information to the central computer. The computer operation acknowledges the order and makes a printout which is given to the retailer.

The Southeast Banking Corp. of Miami, is also participating in the trial and users will be able to perform in-home video banking services such as paying bills and merchants.

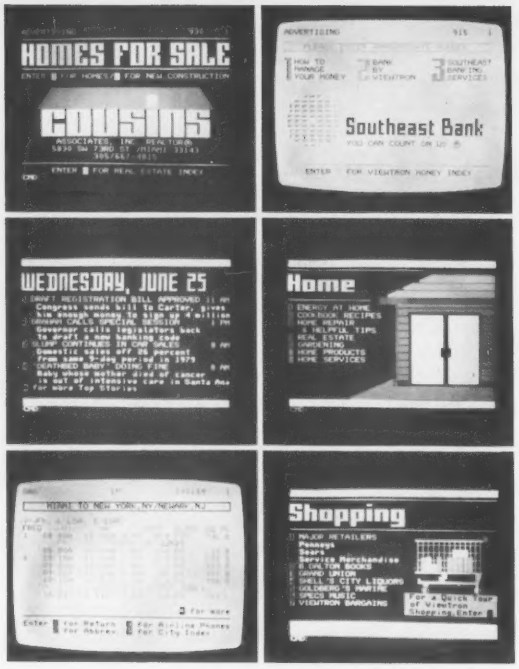
Users of the system will also be able under the Home Transactional section of the database to look at Classified Advertising on local housing including floor plans. The section has a listing of restaurants and users will be able through Service Merchandise Corp. to purchase sporting goods and other merchandise. Coupons called "Viewpons" for each test home can be part of the system.

The database software was writen by a team from K-RN and permits users to access any part of the database through the use of more than 100 "keywords" such as "news", "sports", "travel", "Sears", "Grand Union", and so forth. Users can also find information by going to easy-to-use indexes or numbered options. Each option is numbered, and the user can make selections by pressing a digit on a numeric keypad or the terminal keyboard.

Participants for the experiment were selected after a nine month screening test which developed a "profile" based on lifestyle and information needed in the present Coral Gables environment.

Three thousand phone calls were made by an independent agency which asked 23 questions. These questions were of a

(Continued on next page)



Typical "frames" available to households participating in the Bell System-Viewdata Corporation home information system trial in Coral Gables, Fla. More than 15,000 frames of information are available on the screens of the participants, ranging in subjects from sports scores, stock market quotations and weather to restaurant and movie times to flight schedules and car repair tips.

(Continued from page 18)
psychographic nature and the answers were assigned a raw score based on several basic assumptions such as number of cars in family, amount of travel, etc.

From the 3,000 list about 600 families fitted the profile and then random calls were made to ask additional questions on what types of stores shopped, and if the families would participate in the experiment. The families do not receive any remuneration for being part of the trial and are not considered a cross-section of American consumers.

Viewtron information is available only through the trial system and it is not accessible via a computer time-sharing or home computer or pre-recorded package.

All ad tv show to premier on cable

"The Home Shopping Show," a new concept in daytime cable television, will premier September 3.

The hour-long show, beamed by Satcom I (RCA satellite), will be seen nationwide from 4-5 PM each week, reaching a potential three million cable tv households through syndication with more than 360 independent cable systems.

The talk-show interview format is used to introduce four or five advertisers who then demonstrate their products or services to viewers. Each advertiser is allotted a 10-minute segment. A host and hostess act as interviewers to help make sales points. Orders and inquiries are placed immediately through the use of 800 telephone numbers as well as by special ordering addresses for various products.

"The Home Shopping Show" was developed by Jim Perkins, president of Washburn Associates, a Chicago marketing agency.

Prior to the national roll-out of the show, Perkins and his staff tested the format and concept successfully for two months. The first national show will tape on August 13 for the September 13 air date. Clients already committed for one or more segments include *Encyclopaedia Britannica;* Herschner's (needlecraft kits), a subsidiary of Quaker Oats Company; *Better Homes and Gardens;* Amoco Oil Motor Club; W. Atlee Burpee Seed Co.; Signature Financial Marketing, a division of Montgomery Ward; and Bobbs-Merrill Publishing.

$150 million credit

American Broadcasting Companies, Inc. reported the establishment of a credit facility with twelve banks for $150 million, half of which is a revolving credit agreement with a term loan option, and the remainder, lines of credit. The proceeds of the loans, if activated, will be used for general corporate purposes.

Test to offer in-depth news via computer

Newspaper readers will be able to get the story behind the story and even look at stories that didn't get printed in the paper during an experiment starting this summer at Brigham Young University in Provo, Utah.

Some news sources will have their say—in their own unedited words—right along with the newspaper's reporters during the demonstation of what the developers are calling "Addendum Journalism."

BYU's study is an attempt to combine the capabilities of the printed newspaper and the home computer terminal to increase the amount and timeliness of information available to the reader.

William C. Porter, assistant professor of journalism at BYU and developer of the concept, said the demonstration will involve the BYU campus newspaper, the *Daily Universe*, computer terminals placed in a small number of local homes.

During the demonstration period, printed notices in the newspaper will tell readers what additional information is available and how to ask for it at the terminals.

"For example," Porter said, "when we handle a controversial local story, we plan to ask the key sources to give us statements explaining their positions. We will make these available, without editing them, to our readers through the terminals."

He added that the text of speeches given on campus during the demonstration period will be put into the newspaper's computer system and will be available for viewing on the terminals.

Wire stories which the paper does not have space to run will be stored in the computer and can be called up for viewing.

In each of these cases, Porter said, the newspaper will print a notice telling the reader that there is more information available and letting the reader know what to ask for at the terminal.

The "Addendum Journalism" demonstration has been developed in BYU's Department of Communications with support from Dr. Brent D. Peterson, chairman, and Dr. M. Dallas Burnett, journalism sequence coordinator. Porter and fellow faculty member E. A. Jerome will direct the demonstration. They will be assisted by part-time faculty member Cecelia Fielding, computer system manager Daryl Gibson, Ken Bush, student managing editor of the newspaper and other members of the newspaper staff.

This group believes many current problems and criticisms of journalism and journalists may be alleviated or solved in the future if print and electronic information delivery can be combined.

"We think criticisms such as bias in news coverage, lack of access to media by persons holding minority viewpoints and lack of space for innovative information delivery can be softened by making electronic information delivery enhance the information printed in the paper," Porter said.

Newspapers have not had the space in the past to handle items of limited interest or to let the news source have his or her say, Porter said. But now that many publishers use computers to produce the newspaper, those limits on space are gone if the additional information can be delivered electronically.

The same concept could be used to supplement the necessarily brief television newscasts if textual material were delivered to the home set along with the program signal, Porter added.

Jerome, whose specialty is advertising sales, said he sees many advantages in the idea for the advertiser.

"For example," Jerome said, "an advertiser can buy a small ad in the paper and tell the readers, in his ad, that sale prices on other items can be called up on the terminal. Because we can count the number of times the electronic ad is called up by customers, we can eventually charge the advertiser only for the number of exposures the electronic ad gets."

"Addendum Journalism" offers the possibility that newspapers could do more condensing and summarizing, supplement the printed page with information delivered to home computer terminals, and save enough in printing costs to help underwrite the subscriber's cost of an inexpensive home terminal, the BYU group believes.

"Printing costs have become the single largest expense to newspaper publishers," Porter said. "We see computer terminals becoming less expensive, more newspapers using computers to produce their product, and an eventual combination of the printed page and electronic transmission to deliver the product."

BYU's pilot demonstration and study of the "Addendum" system will last two to three weeks.

'Heat Line' column

"Heat Line 231-3566" is the name of a temporary "consumer help" service of the *Oklahoma City Times* used during time of unusually high temperature. Problems of health, lawn care or pet welfare are answered by authorities in particular fields. Persons needing fans or air conditioners and unable to buy are asked to make their need known for possible handling of the problem. People having fans or air conditioners, not needing service, who are willing to give them to distressed householders are asked to give to persons in need.

Few papers found prepared to handle co-op ad growth

By Boyd Spence

A "Co-Op First" was staged in Raleigh, N.C., June 12-14, according to Frank Hennessey of the Newspaper Advertising Bureau's Chicago office. A CO-OP ADVERTISING WORKSHOP for newspaper advertising salespeople and local (in-state) manufacturers' representatives was organized by The News and Observer Publishing Company, of Raleigh, and The Herald-Sun Newspapers, of Durham.

The meeting, designed to bring about a better understanding of the number and performance of co-op programs funded by manufacturers, sought to improve the services being provided by the newspapers.

The opening session was taken up with general conversation among newspapers represented to determine how many papers had a person designated to direct selling efforts making use of the co-op materials and information being distributed by NAB, Metro and Multi-Ad. In other words . . . where do we stand in making use of the co-op information we now receive?

There were 18 newspapers and 15 reps registered, plus representatives of Metro, Multi-Ad, NAB and Landon and Associates, a newspaper rep agency.

After a brief comparison of practices and procedures, it was determined that very few newspapers had made any plans to accommodate the potential growth of co-op advertising. Some of the newspapers had sent salesmen to learn how they might set up a co-op department . . . while others came to make sure they were not missing something that might affect their business.

The thinking and concern quickly changed after the workshop started. Program organizers were prepared to enlighten and challenge . . . and it began in a hurry.

The first evening's program, after cocktails and a buffet dinner, opened with Frank Hennessey giving a slide/cassette presentation with comment. His presentation stressed loss of plus business by not being "co-op aware". Testimonials from newspapers and retailers included in the show demanded the attention of participants. Hennessey's talk provided basic information on co-op and provoked new thinking for those who already have a co-op department on how to improve abilities and understanding.

After this session, Bob Beard, advertising director of the *Asheville Citizen-Times*, commented: "I had some reservation about attending this meeting . . . but, I could go home now and say that I have received enough information to satisfy the time and expense of coming to this meeting." (He drove 240 miles to come to Raleigh.) Others were expressing their excitement in the realization of new-found revenues. "We should have had meetings such as this on a regular basis" was heard from several. Already, the workshop was a success.

In addition to the 33 newspaper people registered for the meeting, the sales staffs of the *News and Observer* and the *Raleigh Times* of Raleigh and the Herald-Sun Newspapers of Durham were added, bringing the evening's attendance to 65. This workshop was planned and sponsored by Raleigh and Durham newspapers, with a great deal of direction and personal attention from Frank Hennessey and the Bureau.

The morning session of the third day was opened to only newspapers and service companies and organizations. The theme for discussion was "Where do we go from here?"

But before you can determine where you are going—you must make sure you know where you are. So, we let Ed Bryant, Metro Associated Services, tell what his company sees in the future for co-op. Ed almost can take the role of an old fashioned evangelist when he dispells the coming doom for those newspapers that aren't preparing for the tremendous growth that is projected for co-op advertising programs. He had his facts and materials in order. He displayed and distributed both. And now there are some co-op believers that are ready to spread the word and do good works for those who deserve and will appreciate their efforts.

Bob Herr, Multi-Ad Services, told of a store that was not using much of the co-op available to them until the store owner offered the advertising director 10% of the co-op money collected. The Ad Director has just returned from an extended cruise that was paid for from co-op funds. Providing, it's there if you have the motivation.

Also discussed were the need and advantages we realize in information from NAB, ACB, SRDS, NACON and from one another. In the future, program participants will be more inclined to ask for and offer assistance.

Where will we go from here? Newspapers were unanimous in thinking we should not change the format of our program, unless it was to add more reps. We should have such workshops not less than annually. We will do what we can to make sure that all reps are brought to understand that we intend to assist in making better and more profitable use of co-op plans.

It was a distinct pleasure for me to see my idea come to bear such acclaim from my peers and at the same time promise such a profit for my newspaper. I am looking forward to our next co-op workshop with a greater anticipation than was evident or felt for our first meeting.

I will be glad to assist or answer questions from those wishing to provide such a meeting in their market area.

Remember, the rep is not your associate until you convince him that it should be that way. He is hard to find . . . he's out there working just like you are. You have to find him at home, at a motel, at a store, or wherever he may be. But, you need to find him and make a friend of him. Then, you can show him what you can do for him.

The manufacturers' reps didn't join the workshop until the second morning. This session opened with the distribution of packets of information to all participants . . . the newspapers receiving copies of all co-op programs that would be presented and explained during the day, plus other printed materials from Frank Hennessey. And the reps getting packets containing rate cards, circulation audits and demographic information provided by the newspapers. Many reps commented that the packet was worth the trip.

George Amos, sales promotion specialist, Atlanta, for Eastman Kodak Co.'s Atlanta office, started the program of reps giving explanation of his firm's co-op program. Fifteen minutes was planned for each rep to make his presentation, following with comments on how newspapers could better use the co-op program. The program also allowed time for the newspapers to ask questions and make comments to the rep.

The parade of reps with co-op programs included Joyce Mann, Co-Op Advertising Services, Hanes Knitwear; Everett Durham, Sales Rep., Gwaltney Meat Packing Co.; Jerry Sauber, Sales Rep, The Bali Co. (division of Hanes Corp.); Wolverine Worldwide Boots and Shoes; Linda Brown, Sales Rep., Clairol Health & Beauty Aids; Jo Parker, Sales Coordinator with Outdoor Equipment Co., Distributors for Echo Equipment; Bob Perkins, Area Sales Manager, and Ginger Whitford, Sales Rep., The Hoover Company; Gary Garesche', Sales Rep., Chevron Chemical Co. (ORTHO); Douglas McNeil, District Manager, and Taylor Lucas, Sales Rep., Gumout (div. of Pennzoil Co.); and Ed Coley, District Sales Manager, AC Delco Automotive Products.

Primary goal of the meeting was to provide a relaxed and informal atmosphere that would encourage questions and comments . . . leading to a learning

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(Boyd Spence is Co-Op Advertising Coordinator of the *News and Observer* and *Raleigh Times*.)

Bell & Howell's

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The Mark II reader is a total concept of design, dependability and longevity. Its motorized film drive offers a variable slow scan which gently floats the amazingly bright, crisp image across the newspaper-size screen.

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MICRO PHOTO DIVISION

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BELL & HOWELL

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Ad scene

By Dan Lionel

Urges dealers to use co-op funds

Madeleine Lanza, manager of co-op advertising for TDK Electronics Corp., a leading manufacturer of audio and video recording tapes, is sold on co-op that she gets on the phone with a countless number of TDK's 4,000 dealers when she notes their claims for co-op reimbursement lagging.

"Co-op" she told this visitor at the company's Garden City, N.Y. headquarters, "is one of our key marketing tools. The bulk of our dealer co-op goes into newspapers because that's the dealer's choice."

While TDK's sales are in the hands of outside representative organizations, Lanza makes certain they carry the co-op message to the dealers, who can use 5% of their invoiced totals for payment of 100% of advertising in approved media.

"The reps do a good job of transmitting our co-op program," she said, "because it's in their own best interest to do so. Unless our tapes move off the dealers shelves the reps are not going to get repeat business. Our dealers are given this message by the reps and when I see an important dealer not coming up with co-op claims I get on the phone and urge him to get going with co-op ads. I am able to give him plenty of proof that they work."

TDK's co-op program embraces most media, Lanza said.

"If a dealer wants to use a particular medium," she said, "we don't argue with him because we figure he knows best how to pull customers into his store. We do require co-op claims to be accompanied by a tear sheet, not a clipping, and a duplicate invoice from the publication showing charges at the dealer's lowest earned net retail contract rate."

Cheating—double billing, are these problems? Lanza was asked.

"It happens," she replied, "but not too frequently as dealers are becoming aware that the few dollars they can acquire by this means doesn't compare to the profits they can make with a consistent advertising campaign. Also, particularly now with money tight, they need advertising more than ever and if they've used up their co-op credits with phoney bills, they will not be able to take advantage of sales opportunities at key seasons."

In addition to providing dealers with standard slicks for newspaper ads, TDK offers a continuing stream of promotion ideas to spur advertising by their dealers.

A highly successful and continuing campaign involves premium offers of items geared to young men and women—target customers for TDK products. Dealers may select from baseball jackets, running suits, T Shirts, duffle bags, etc., all bearing the TDK logo, for use in ads which tie in the merchandise offers at low cost with the purchase of tapes. TDK sells the merchandise to dealers at cost.

Does she enlist the help of newspaper sales people to pursue dealers for utilization of available co-op funds?

"I get many calls from newspaper reps," she said, "particularly when they are running an audio special. If they have a good thing going, I'll call and urge the dealer to participate. While we don't give out the dealers' accrual we do provide the paper with slicks and our co-op program. . ."

With some 4,000 dealers Lanza says that newspapers could expedite the handling of co-op claims, not only for TDK, but for other vendors as well.

"If we could speed up the crediting for co-op it would make it easier for newspapers to sell such ads and it would encourage dealers to take advantage of co-op who now pass it up."

The co-op executive pointed to two items where newspapers could be helpful: The first concerns ads where more than one national advertiser's co-op appears in the ad.

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UNDERWRITER?

Insurance is a confusing business . . . especially so since the language we use in it very often means something entirely different to non-insurance people. To us, an underwriter is someone that evaluates risks. To others . . . who knows?

If you're working on a story on insurance . . . and need to plug into "our" language . . . give us a call. If it's personal insurance —auto, home, life, boat—chances are we can help you come up with a translation that everyone can understand.

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Editor & Publisher 1980

SYNDICATE DIRECTORY

55TH ANNUAL DIRECTORY OF SYNDICATED SERVICES

A complete guide to syndicated features and services

•

AUTHORS

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ARTISTS

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COMICS

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SYNDICATES

An E&P pull-out section published JULY 26, 1980

Doesn't your readership deserve quality program information?

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(213) 843-3323	(516) 752-9454	(201) 440-8400

8:00 2 **Paper Chase**
A paraplegic student manag ingratiate himself with the group, despite his personal f ship with Professor Kingsfield they sense a hidden motive f overtures. (Repeat; 60 mins.)
4 **Major League Baseball Al Game**
Leading players from the Am and National Leagues will face other in this annual classic, whi be telecast live this year . (3 hrs.)
Happy Da
All of Fonzie's good friends inc Laverne, Shirley, Lenny, Squigg the Cunninghams, gather to pay last respects to the fallen Case (Conclusion; Repeat)
9 **Movie -(Comedy) **½**
"Gumshoe" 1972 Albert Fi Billie Whitelaw. A small-time E vaudevillian who has seen too Bogart films decides to play a p eye. (2 hrs.)
11 **Make Me Laugh**
13 13 **Skyline**
8:30 5 **Merv Griffin**
Guests: Betty White, Ruth Go Garson Kanin, Lonnie Shorr, Ward, Johnny Dark, Gwen Dav
7 **Laverne And Shirley**
Laverne and Shirley must try to Squiggy from himself when he madly in love with a beautiful gi is taking him for all she car (Repeat)
11 **You Don't Say**
13 13 **Dick Cavett Show**
Guest: Author Leon Edel, Part
9:00 2 **Tuesday Night Movie**
'Don't Look Now' 1974 Stars: Christie, Donald Sutherland. A cheologist working on resto projects and his wife travel to after the death of their dau Depressed and distraught, the befriended by two sisters, o whom has a psychic gift that fill lives with premonitions of f tragedy. (2 hrs.)
7 **Three's Company**
Jack's in a panic when a pregnant woman arrives at the and names him as the f (Repeat)
11 **Tic Tac Dough**
13 13 **Nova**
'Einstein' Film portrait abou conflicts, ironies and historical f that shaped the life and thou Albert Einstein. (60 mins.)
9:30 7 **Taxi**
The sexy voice on the ansv service triggers Alex's rom instincts, and her alluring m prompts him to arrange a dinne that turns into one big sur (Repeat)
11 **To Tell The Truth**
10:00 5 11 **News**
7 **13 Queens Blvd.**
When an old flame shows Felicia's doorstep with roman his mind, Felicia is tempted to e on an affair behind husband Ste back.
9 **Latin New York**
13 13 **Working With Einstei**
10:30 7 **Where's Poppa?**
A bachelor plots to eliminat obnoxious old mother, only t that his screwball schemes more laughter than fear into th lady's heart. Stars: Steven Elsa Lanchester.
9 **Life Of Riley**
11 **New York, New York**

King Features

The Most Widely Used Comics...

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The Finest Features

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Benson M. Srere • Vice President and General Manager
Allan Priaulx • Editor
Bill Yates • Comics Editor
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Harold Schneider • International Sales Director

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King Features

Superstars of Superstrips

BLONDIE—It's the Golden Anniversary of the most popular strip in newspapers. Some 1,800 papers now carry the misadventures of everybody's favorite couple. And their very own Broadway musical is in the works. By Dean Young & Jim Raymond. D&S.

BEETLE BAILEY—The classic army goldbrick may not work much for the army, but he'll sure work for you. He's now enjoyed by readers of more than 1,500 newspapers. By Mort Walker. D&S.

HÄGAR THE HORRIBLE—He's just your average businessman, except his business is sacking and looting. Now appearing in 1,200 papers. By Dik Browne. D&S.

Plenty of Panels

RAFFERTY—At last! A *reading* feature for kids. It's warm, whimsical, delightful. Written by Gerald Dumas, drawn by Mel Crawford. D.

THE LOCKHORNS—The hilarious combat of the comics' most hostile couple. By Bill Hoest. D&S.

RIPLEY'S BELIEVE IT OR NOT—The classic "facts and oddities" feature is in more than 300 papers. Drawn by Walter Frehm. D&S.

HAZEL—Ted Key's hilarious maid is a national institution. D.

LAFF-A-DAY—Top cartoonists take turns providing big laughs. D.

THEY'LL DO IT EVERY TIME—They will, too. Selected as the best syndicated panel by the National Cartoonists Society, it's carried by more than 400 papers. By Bob Dunn & Al Scaduto. D&S.

LAUGH TIME—The world around us is a funny place and Bob Schroeter captures it perfectly. D.

THE LITTLE WOMAN—The foibles of marriage portrayed by Don Tobin. D&S.

MY GRANDMA—She's everybody's favorite grandma. By Donna Sott. D.

PONYTAIL—The world of teenagers is explored delightfully by Lee Holley. D&S.

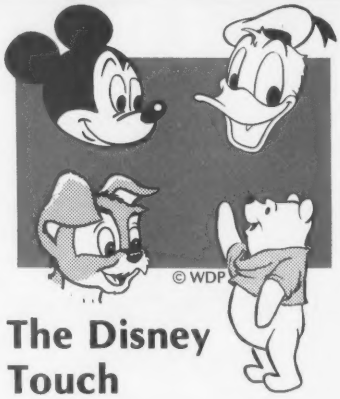
QUEENIE—The blonde bombshell leaves men speechless and women jealous. By Phil Interlandi. D.

TRUDY—The trials and tribulations of suburban family life. By Jerry Marcus. D&S.

YOU'RE GETTING CLOSER—Warm and sensitive ways to improve adult/child relations. By Patte Wheat & Dale Hale. D.

LITTLE IODINE—The spoiled brat of the Sunday funnies. By Bob Dunn & Hy Eisman. S.

TODAY'S WORLD—Fresh and incisive humor by David Brown. D.



The Disney Touch

WINNIE THE POOH—The fabled bear and his friends entertain children of all ages. D&S.

DONALD DUCK—Disney's irascible, wisecracking duck. D&S.

SCAMP—The cuddly canine with a nose for trouble. D&S.

MICKEY MOUSE—The world's most popular mouse is a star in newspapers, television and film. D&S.

TREASURY OF DISNEY CLASSICS—Special stories for young and old. D.

WALT DISNEY'S ANNUAL CHRISTMAS STRIP—Christmas tales designed specially for the holiday season. D.

The Most Widely Used Comics

The Greatest Gags

HI & LOIS—The young suburban couple amuses readers of 900 papers. By Mort Walker & Dik Browne. D&S.

BARNEY GOOGLE AND SNUFFY SMITH—One's lazy, one's crazy. But they're favorites in more than 800 papers. By Fred Lasswell. D&S.

AGATHA CRUMM—There isn't a funnier, or more tyrannical, tycoon anywhere. By Bill Hoest. D&S.

ARCHIE—The world's favorite teenager appears in over 600 papers and has TV tie-ins on six continents. D&S.

TIGER—Selected as the best humor strip by the National Cartoonists Society, it's funny kids in funny situations. By Bud Blake. D&S.

REDEYE—The funniest assortment of cowboys and Indians around. In over 400 newspapers. By Gordon Bess. D&S.

POPEYE—Is there anyone more famous than the Old Salt? He stars on CBS television and in his big, new movie while appearing daily in more than 250 papers. By Bud Sagendorf. D&S.

NO COMMENT—A unique approach to humor and the first new pantomime strip in years. It's distinctly drawn by Vahan Shirvanian. D&S.

BONER'S ARK—Boner brought along *one* animal of every kind and *still* doesn't see where he went wrong. By Mort (Addison) Walker. D&S.

SAM & SILO—The comic constables in the Mack Sennett tradition. By Jerry Dumas & Mort Walker. D&S.

THE SMALL SOCIETY—Morrie Brickman's deft political and social satire. It works on either the comics page or op-ed. D&S.

INSIDE WOODY ALLEN—His famous neuroses are always fun. And funny. By Stu Hample. D&S.

BRINGING UP FATHER—The timeless domestic squabbles of Maggie and Jiggs. By Kavanaugh, Fletcher & Camp. D&S.

MOOSE MILLER—He's lazy but lovable. By Bob Weber. D&S.

MR. ABERNATHY—He's got money, girlfriends and fans. By Frank Ridgeway. D&S.

THE KATZENJAMMER KIDS—Hans, Fritz and the Captain are as funny as ever. By Mike Senich. S.

HENRY—The most widely enjoyed pantomime strip anywhere. By Jack Tippit & Don Trachte. D&S.

THE FLOP FAMILY—An unusual spoof of family life. By Swan. D.

NUBBIN—A cute kid and his daffy animal pals. By Jim Burnett & Henry Boltinoff. D.

QUINCY—The inner city kid drawn warmly and humorously by Ted Shearer. D.

HUBERT—Man versus mother-in-law. By Dick Wingert. D&S.

Adventure, Suspense and Mystery

FLASH GORDON—He's the original space hero. Now the star of his own major motion picture and an NBC-TV animated series, Flash currently appears in more than 300 newspapers. By Dan Barry. D&S.

MANDRAKE THE MAGICIAN—Magic and mystery with Mandrake and Lothar. By Lee Falk & Fred Fredericks. D&S.

THE PHANTOM—Over 550 papers carry the sagas of "the ghost that walks." By Lee Falk & Sy Barry. D&S.

PRINCE VALIANT—Stirring adventures from the Age of King Arthur feature the brilliant artwork of John Cullen Murphy. Created by Hal Foster. S.

STEVE CANYON—Selected as the best story strip by the National Cartoonists Society. The famous soldier of fortune brings excitement to 600 papers. By Milt Caniff. D&S.

BUZ SAWYER—The globetrotting adventurer to whom trouble is no stranger. By Hank Schlensker & Edwin Granberry. D.

THE HEART OF JULIET JONES—Over 350 papers carry this continuing drama. Stan Drake's extraordinary art makes it all the more compelling. D&S.

BRICK BRADFORD—Futuristic peril with the celebrated time traveler. By Paul Norris. D&S.

DR. KILDARE—Life and death medical struggles of the young intern. By Ken Bald. D&S.

RIP KIRBY—The comics' smoothest detective. "Tongue in cheek" writing and brilliant artwork. By John Prentice and Fred Dickenson. D.

SECRET AGENT CORRIGAN—The intrepid FBI man doesn't look for trouble; it finds him. By George Evans. D.

TIM TYLER'S LUCK—Two teens in the jungle take on beasts and bad guys. By Lyman & Bob Young. D.

GUNNER—Intrigue and excitement in an international soccer continuity strip. By Tobias Grassi. D.

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King Features

The Political Scene

KEVIN PHILLIPS—Called "the prophet-geographer" of today's politics, his predictions of trends and events have proved to be uncannily accurate. 3 TW.

JOHN P. ROCHE—Scholarly, animated writing from the master of the foil. 2 TW.

KINGSBURY SMITH—The unique viewpoint of a Pulitzer Prize winning writer. Weekly.

NICHOLAS VON HOFFMAN—Lively and unpredictable, incorrigibly irreverent, stylishly literate. 2 TW.

JIM BISHOP—Musings and narratives from the best-selling author and storyteller. 3 TW.

JOHN CHAMBERLAIN—The distinguished veteran has won two Freedom Foundation awards for his thoughtful and well-informed commentary.

JEFFREY HART—Pungent prose and analysis from a no-nonsense professor. 3 TW.

MARIANNE MEANS—Straightforward reporting combined with incisive observation. 3 TW.

Editorial Cartoonists

RANAN LURIE—This respected commentator is the most widely syndicated editorial cartoonist in the world today. Daily plus bonus caricatures.

JIM BORGMAN—Politically astute, exceptionally funny and one of the best new cartoonists in years. 4 TW.

DOUG MARLETTE—Will be on a leave of absence part of this year studying at Harvard under a Nieman Fellowship. Upon return, 3 TW.

Medicine and Advice

DR. JOYCE BROTHERS—The world's best known psychologist gives sound sensible advice on a wide variety of topics and problems. 7 TW.

THE PEOPLE'S PHARMACY—Best selling author and pharmacologist Joe Graedon writes on medicine—what's good, what's dangerous, what's new. Includes Q&A for reader queries. 2 TW.

SPEAKING OF YOUR HEALTH—An authoritative column with a gentle bedside manner by a respected physician. Dr. Lester Coleman. 6 TW.

HELEN BOTTEL—Helen's answers to personal questions. Daughter Sue provides the younger generation's viewpoint. 7 TW.

Lifestyle Features for Every Lifestyle

HINTS FROM HELOISE—More than 600 papers carry the classic household column from the most famous name in homemaking. Her new book is a best-seller. 6 TW & Sunday page.

LIVING TODAY—Joan O'Sullivan writes the most widely syndicated and most comprehensive lifestyle package available. Its six weekly features include: *Styles*—The latest trends in fashion. *Shelter*—Home furnishings and decorating ideas. *Close-Up*—In-depth interviews on the day's major concerns. *Meals*—What's for dinner? *Designer's Showcase*—Interviews with young as well as famous designers. *Nutrition Cookbook*—How to cook healthy meals.

PLANTS IN THE HOME—Elvin McDonald is the most popular home gardening columnist around. 2 TW with Q&A.

THE PENNY-WISE TRAVELER—The travelers' consumer advocate, Jane Morse, shows how to get more vacation for less money. Weekly.

ASSIGNMENT AMERICA—Respected journalist Phyllis Battelle looks at lifestyle trends and issues. 2 TW.

THE WONDERFUL WORLD OF ANIMALS—The authoritative pet feature by Frank Miller, D.V.M. 6 TW or Weekend Roundup.

THE LEISURE CRAFTSMAN—Phyllis Fiarotta explains craft projects from start to finish. 3 TW.

YOUR HOME: BUILD AND IMPROVE—Architects John Bloodgood and Augustus Suglia offer new home ideas and improvement plans. Study prints available. Weekly.

SUPER HANDYMAN—In today's economic climate, Al Carrell's methods for the do-it-yourselfer are more valuable than ever. 3 TW.

A NEW YOU—Emily Wilkens writes on health, beauty and manners. 3 TW.

NUTRITION COOKBOOK—Philomena Corradeno's exciting recipes for economical, healthy meals. Weekly.

Business, Finance and Careers

INVESTOR'S GUIDE—William Doyle's inside view of what works and what doesn't in managing family finances. More valuable than ever and carried by 150 papers. 5 TW.

MIND YOUR MONEY—By Peter Weaver. Good financial and consumer advice is essential these days. Weaver has it. "Your Retirement Dollar" is a weekly bonus column. 3 TW.

REAL WORLD—By George Nobbe. Career planning and guidance for readers of all ages in every phase of the job market. Weekly.

Youth

Rolling Stone

ROLLING STONE COLUMN—Pop music coverage, gossip, and profiles of the hottest stars. 3 TW.

ROLLING STONE MAGAZINE FEATURE SERVICE—In-depth coverage of major events, trends, entertainment and unusual people. Bi-weekly.

THE TIGER'S BEAT—The first complete lifestyle feature for teenagers. Celebrity gossip, interviews, fashion tips, beauty and style. 3 TW.

The Finest Features

Puzzles and Pastimes

BECKER BRIDGE—Master player B. Jay Becker provides winning tips for competitors at every level in more than 300 papers. 6 TW.

SHEFFER CROSSWORD PUZZLE—Eugene Sheffer creates themes and clues for the crossword traditionalist. Includes bonus Cryptoquip. 6 TW.

JOSEPH CROSSWORD—Thomas Joseph provides large-scale entertainment with the smallest (11x13 grid) daily puzzle in America. Bonus Cryptoquote. 6 TW.

PREMIER SUNDAY CROSSWORD PUZZLE WITH CRYPTOQUIP—By Jo Paquin. Challenging, yet fun. It's a proven favorite. Weekly.

SPANISH CROSSWORD PUZZLES—Two very different, yet very special, features by Alfaro and Ramos. Each 6 TW.

WORD SLEUTH—A wordfinder game to tease and entertain. Daily.

JUNIOR WHIRL—Hal Kaufman's delightful games and puzzles for kids add youth appeal to your Sunday comics page. Weekly.

HOCUS FOCUS—By Hal Kaufman & Bob Schroeter. Readers try to spot the changes in apparently similar drawings. 6 TW.

WISHING WELL—Your reader's fortune. . . and it's a challenge to find it. Daily.

WORDPLAY—Graphic fun with words. 6 TW.

Entertainment

THE GOSSIP COLUMN—By Robin Adams Sloan. It's the most widely syndicated column of them all because it reveals the secrets of celebrities your readers *know* and *care about*. 3 TW.

JACK O'BRIAN—He's the quintessential Broadway columnist with insights on theatre, film, and the media.

SHOWBIZ—The complete entertainment package. Includes gossip, personality, profiles, and the arts. 5 TW.

TV KEY—Steve Scheuer. The all inclusive package; previews of major shows, outstanding features, and the unique Q&A "Mailbag."

SOAP OPERA SCENE—Does John still love Mary? Does Mary love Bill? What will happen to Bill and Louise? Steve Scheuer fills you in. Weekly.

Of Special Interest

YOUR INDIVIDUAL HOROSCOPE—By Frances Drake. Bright writing for one of your best read features. In over 300 papers. 7 TW.

READER SPECIALS—Book serializations, celebrity series and profiles, lifestyle features, investigative reports, and more. Highly promotable specials to capture readers with the subjects and people that interest them most. All delivered via high speed wires or in OCR.

PARADE OF BOOKS—Ralph Hollenbeck edits this special package of book reviews by leading critics.

THIS DAY IN HISTORY—Significant events and celebrity birthdays.

MIRROR OF YOUR MIND—John Conwell reflects on psychology today. 6 TW.

THE ILLUSTRATED BIBLE—Significant verses explained. Excellent line art, in strip format. Weekly.

SUNDAY Woman The most exciting new weekend (or weekday) special feature package in years. It's everything you need to create a *complete* weekly section of food, fashion, decorating, health, celebrity and money management pieces of top magazine quality. Serviced camera ready or direct to your computer. Includes black & white and color art.

Sports

INSIDE FOOTBALL REPORT—The most comprehensive pro football package available includes scouting reports, statistics, art, puzzles. It's everything you need for ROP or special section pre-game coverage of the NFL season. Camera ready or computer delivered. Weekly.

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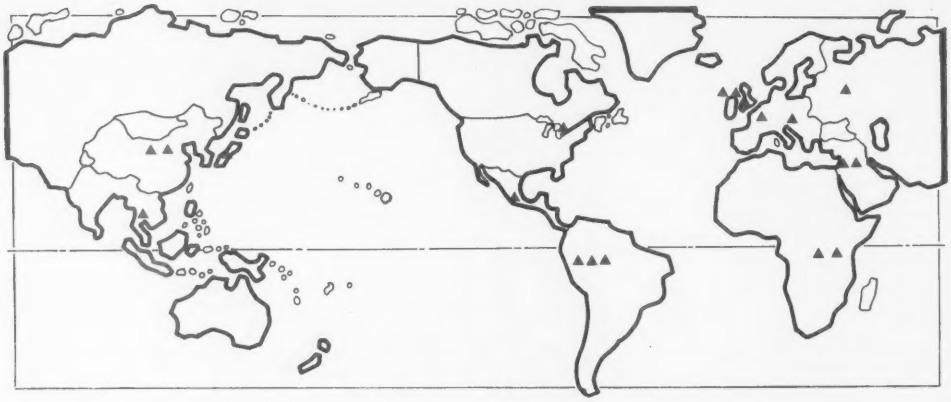

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But we also represent the efforts of 450 reporters, editors and photographers manning bureaus across the United States and in 19 international bureaus. This staff gives Fairchild one of the largest news gathering networks in the world.

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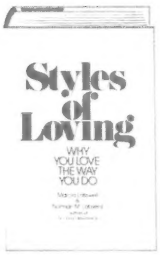

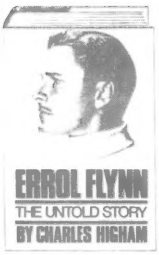

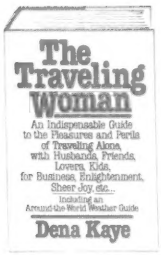

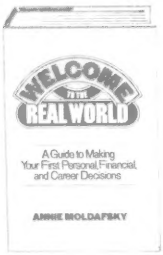

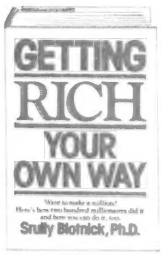

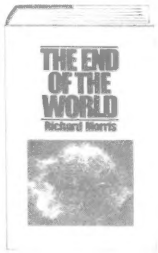

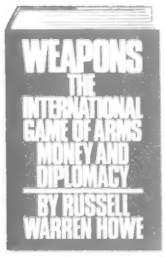

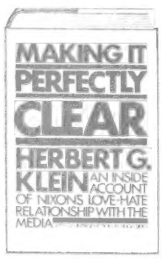

The Doubleday Syndicate offers book serializations and excerpts in a variety of formats, from one-shot articles to week-long serializations. Available throughout the year, with two new releases each month, our features will help your paper build and keep a larger circulation. **Among our current features:**

STYLES OF LOVING: **Why You Love The Way You Do**

- By Marcia Lasswell and Norman Lobsenz, authors of NO-FAULT MARRIAGE
- Features an intriguing Love Scale Questionnaire, a unique test of 50 questions for diagnosing one's feelings towards love and sexual relationships
- "Revealing and informative..."—Fort Wayne *News-Sentinel*
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- Charles Higham's sensational national bestseller
- Using newly uncovered evidence, Higham shows us an amoral Flynn who could have been tried for treason as a Nazi spy
- "A good read"—Dallas *News*
- 5 parts, 1300 words each, 9 B&W photos

THE TRAVELING WOMAN

- By Dena Kaye, free-lance journalist and daughter of Danny Kaye
- Entertaining, lively and humorous advice for every woman who travels, whether setting out for the first time or the twentieth, alone or with company, for business or pleasure
- "Helpful"—Milwaukee *Journal*
- 5 parts, 1400 words, 6 line drawings

WELCOME TO THE REAL WORLD: **A Guide to Making Your First Personal, Financial and Career Decisions**

- Veteran reporter Annie Moldafsky provides spiritual and financial guidance for younger people just stepping out into the world
- Practical pointers on managing your money, handling credit, and stretching your budget dollar
- "A must read guidebook"—Chicago *Sun-Times*
- 6 parts, 1300 words each

GETTING RICH YOUR OWN WAY

- By *Forbes* columnist Srully Blotnick, Ph.D.
- For the first time, an account of who really makes it from rags to riches...and why!
- Valuable advice which outlines the only strategy for becoming rich that is of use to everyone, not just a lucky few
- "Good advice"—*Publishers Weekly*
- 5 parts, 1500 words each

THE END OF THE WORLD

- By physicist and science writer Richard Morris
- A great "what if" feature--exploring various possibilities as to how civilization as we know it might end
- Will the earth be consumed in a black hole? Will it be destroyed by "fallout" from a supernova? Will the ice age start anew?
- "Excellent"—*Publishers Weekly*
- 5 parts, 1400 words each, 4 B&W photos

WEAPONS: **The International Game of Arms, Money and Diplomacy**

- By Russell Warren Howe, author of THE POWER PEDDLERS and former foreign correspondent for the Washington *Post*
- A comprehensive look at the international arms trade, and its economic and political ramifications
- Did you know that...One American in 12 works directly or indirectly for the defense industry? Arms are the principal exports of France and Israel? The world's No. 3 power in terms of arms inventory is Vietnam?
- "Most thorough"—San Diego *Union*
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MAKING IT PERFECTLY CLEAR

- By Herb Klein, former editor of the San Diego *Union*, with an introduction by Hugh Sidey
- A vivid, personal account of the relationship between Richard Nixon and the press
- Klein has enjoyed a close association with Nixon since 1946, and served as the Director of Communications during Nixon's White House years
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- Available for release in September

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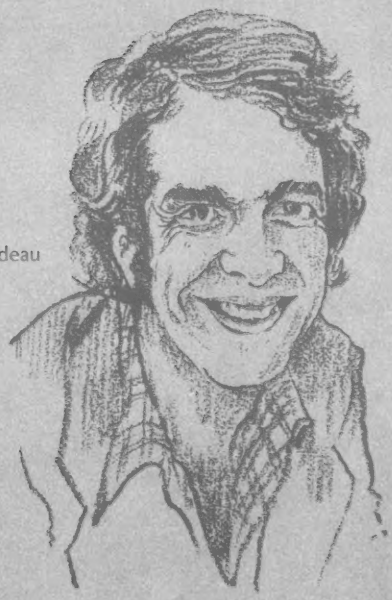


Garry Trudeau

The First Ten Years

Founded in February, 1970, Universal Press Syndicate was conceived in the late sixties, those days of challenge and turmoil for so many of us on so many levels.

Our first special offering, which clearly showed that we intended to challenge the existing boundaries of journalism, was Seymour Hersh's story of My Lai, for which he received the Pulitzer Prize.

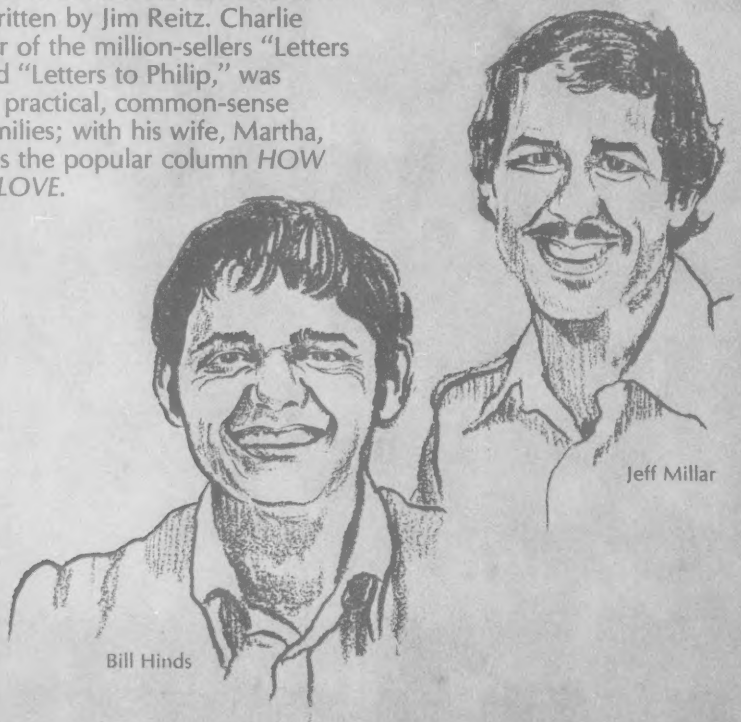
Garry Wills, whose books "Nixon Agonistes" and "Inventing America" have been critically and popularly acclaimed, began writing a column for us in May, 1970, after being prompted by Kent State. Garry Trudeau, whose *DOONESBURY* is the only comic strip to have been honored with the Pulitzer, began in October of 1970. W. Robert Walton's *A TIME TO LIVE*, a column for retirees,was a very early text feature, and the column is still widely distributed.

The early years of Universal Press Syndicate saw a strengthening of our position, as well as continued creative endeavor. By 1975, our list had a fullness and vitality that were a natural growth inchoate in our 1970 vision.

Our second year had brought us Tom Wilson and his delightful character, *ZIGGY*. Tom has consistently displayed a prodigious talent and a special blend of humor and fatalism that has endeared him to millions and made *ZIGGY* a phenomenon not only in newspapers: Industry sources in licensing and greeting cards report that *ZIGGY* will be THE growth character in the eighties and nineties, surpassing the exposure of even "Peanuts."

Tom Wilson

There are, of course, the helpful and the practical columns written by specialists who excelled in making their fields accessible to newspaper readers: Sandra Kelly's *SEW WHAT'S NEW*; *SPORTS HOT LINE*, the widely imitated sports gossip column by Steve Perkins and Mickey Herskowitz, the co-author of autobiographies of Dan Rather and Gene Autry; *IN-SIGHTS* by the noted psychiatrist Walter Menninger, M.D.; and the useful home repair feature *THINGS YOUR MOTHER NEVER TAUGHT YOU*, now written by Jim Reitz. Charlie Shedd, author of the million-sellers "Letters to Karen" and "Letters to Philip," was providing his practical, common-sense advice for families; with his wife, Martha, he now writes the popular column *HOW TO STAY IN LOVE*.


Jeff Millar

Bill Hinds

Jim Unger

The unique comic talents of Jim Unger could be seen in the hilarious panel, *HERMAN*, which recently added a color Sunday page. The comic pages finally recognized America's growing love affair with sports: Jeff Millar and Bill Hinds satirized our sports mania in *TANK McNAMARA*, while Wayne Stayskal's panel, *TRIM'S ARENA*, gently caricatured the pros, the fans, and those left behind.

Other artists — Gerry Lants' *BASIL*, Ken Ross and Don Raden's business panel *SELLING SHORT*, and a special version of the Guinness Book of World Records — gave us a mixture of the topical and enduring in our art feature lineup.

Some very special people maintained a freshness to the caliber of Universal Press Syndicate op/ed writing: Andrew M. Greeley, outspoken and a brawler of a writer; William A. Rusher, a trenchant spokesman for conservatism; and J. F. terHorst, a respected veteran journalist with inside news of Washington. In addition, Steve Harvey was delighting and infuriating sports fans with his irreverent *THE BOTTOM TEN*, recently picked up as a feature on National Public Radio.

Andrew M. Greeley

It was, and is, a list of exceptional writers and artists. And for each territory they explored, new ones were made available for artists and writers yet to come.

Cathy Guisewite

Since 1975, our impact in the area of art has remained a significant one. Cathy Guisewite's *CATHY* presents a young single woman torn between traditionalism and the women's liberation movement. Recently, licensing arrangements have been made for use of the character in greeting cards and other product lines. Lynn Johnston's *FOR BETTER OR FOR WORSE* gives a contemporary view of the changes and frustrations so many families are now experiencing. Ted Martin's all-to-human canine *PAVLOV* and Tim Downs' *DOWNSTOWN* both exemplify the fresh, young talent that has been our mainstay.

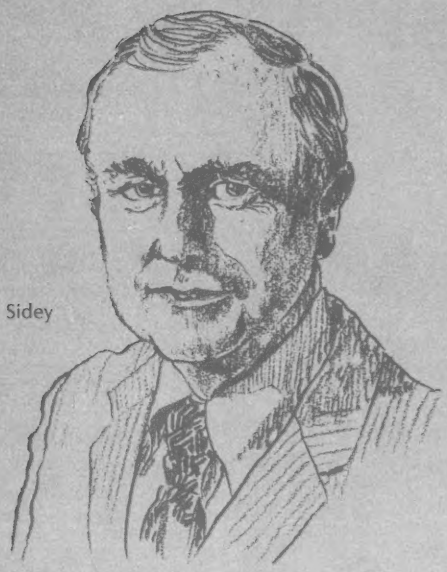
This year, acerbic and controversial Pat Oliphant, two-time Pulitzer Prize-winner, and undoubtedly one of the finest editorial cartoonists in the history of that art, joined Paul Szep, another Pulitzer-winning editorial cartoonist, in our line-up.

Additions to our text features continued to reflect an awareness of social trends and commitment to editorial excellence. Niki Scott's *WORKING WOMAN* tapped into the growing phenomenon of women in the workforce and examined the pressures on them and their families. *THE FORMULA, CB BREAK*, Farm Journal's *COOK IT YOUR WAY* and Bruce Jenner's *GUIDE TO LEISURE SPORTS*, reflect both consumerism and self-fulfilling activities. *WATCH THIS SPACE*, a unique feature developed by the St. Petersburg Times, tests advertisers' claims for products.

Lynn Johnston

Pat Oliphant

Niki Scott



Hugh Sidey

Our op/ed line-up was strengthened. Among those joining us were: Richard Reeves, political editor of Esquire magazine and former New York Times reporter; Hugh Sidey, the correspondent for TIME magazine who has covered five presidents; and Rev. Jesse Jackson, the Chicago-based civil and human rights activist.

From Washington, Diana McLellan gave us gossip in her famous *EAR* column, and Bailey Morris gave us new information on women in business. Columnist Judy Bachrach began a column with an exciting approach to profiling personalities and politicians. John Schulian proved to be one of the more insightful sports writers in the nation. And Jory Graham, a woman with rare courage and emotion, showed each of us how to handle the reality of lingering illness.

Judy Bachrach

Two very special additions were most important to us achieving our present position: Betty Debnam's *MINI PAGE*, educational Press Award-winner in 1980, is consistently a quality feature for children. The feature's flexibility of layout, and its success as an educational tool, have made it invaluable to more than 500 newspapers. Teachers, parents and children have been consistent in their praise of *THE MINI PAGE*. And editors have joined in. The Houston Post comments: "*THE MINI PAGE* did its part in helping us achieve our success even beyond our expectations. We continue to receive excellent mail draw from youngsters and favorable comments from parents and teachers."

Betty Debnam

Abigail Van Buren, perhaps better known as *DEAR ABBY,* brought to us her compassionate, wise and practical advice. One newspaper labeled her "a white knight . . . She's a crusader who lives to fight for the underdog. She battles for the rights of those whom she feels have been mistreated or misunderstood . . . She has helped thousands of people cope with problems ranging from alcoholism to incest." To her 60 million readers in 1,000 newspapers, *DEAR ABBY* easily fits that description.

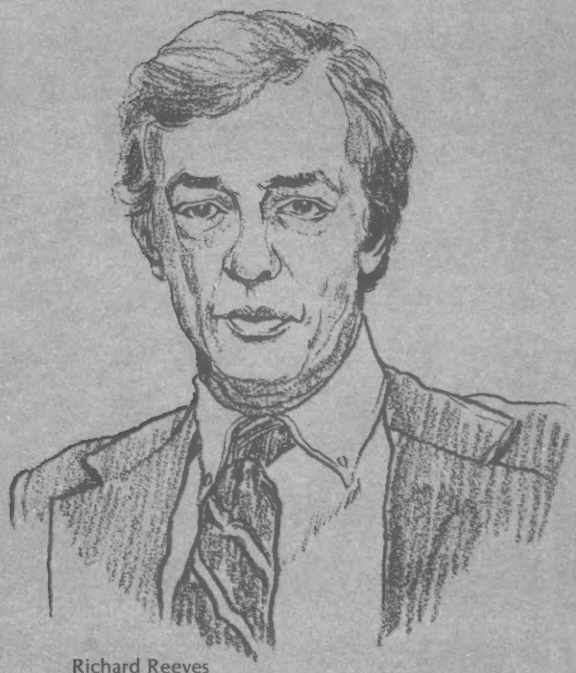
Abigail Van Buren

Our acquistion of the Washington Star Syndicate in 1979 was a hallmark in our growth, for the features involved represent giants in the op/ed area: James J. Kilpatrick, veteran newspaperman and commentator, writer with a clarity that is striking in its common-sense conservatism; William F. Buckley, host of the popular PBS show Firing Line and editor of the conservative journal National Review, presents urbane and erudite commentary on politics and social trends; and Mary McGrory, Pulitzer Prize-winning reporter for the Washington Star, achieves a humane liberalism in her reportage on national politics.

William F. Buckley

Mary McGrory

James J. Kilpatrick



Richard Reeves

From the Washington Star Syndicate we also acquired: James Beard's expertise on cooking; *WHEELS*, a weekly automotive package; the comic strip *THE SMITH FAMILY*; and Arkady Leokum's popular feature for children, *TELL ME WHY*.

The acquistion, in which TIME, Inc., received a minority position in Universal Press Syndicate, opened fruitful areas for syndication. We have just begun a weekly series from one of TIME, Inc.'s most popular magazines, *MONEY*. In the future we will provide newspapers with unexcelled features and series as a direct result of our relationship with TIME, Inc.

In addition to the potential offered by our association with Time, Inc., we continue our efforts in publishing and licensing. The UPS subsidiary, Andrews and McMeel, Inc., provides an early opportunity for additional exposure of *ZIGGY*, *CATHY* and *TANK McNAMARA* and other comic and text features. A popular merchandising program with *ZIGGY* is already breaking records in leading bookstores around the country.

Our licensing division, Universal Licensing Corporation, actively pursues promotional, merchandising and endorsement programs for comic characters from Universal Press Syndicate and other sources, as well. Our publishing and licensing efforts ideally complement our syndication efforts and enhance the value of our properties in newspapers by strengthening reader awareness.

The Money Service

Gene Roberts, Executive Editor of the Philadelphia Inquirer, commented about Universal Press Syndicate: "What makes UPS successful is its willingness to experiment, to try new things." That has been our *raison d'être* for the past decade. Now, in 1980, we have a renewed commitment to our goals of providing features of quality, impact and service to newspapers and their readers.

TIME, Inc.

We would like to take this opportunity, on our tenth anniversary, to thank the talents who entrusted their futures to us, the newspaper editors who displayed confidence in us and open-mindedness about new, fresh ideas, and the countless people who have been supportive in the creation and maintenance of a syndicate dedicated to making a substantial difference in the newspaper industry.

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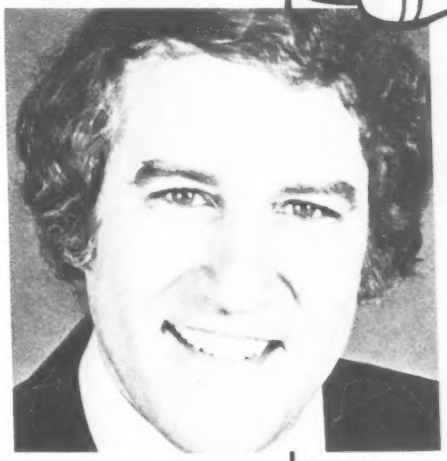

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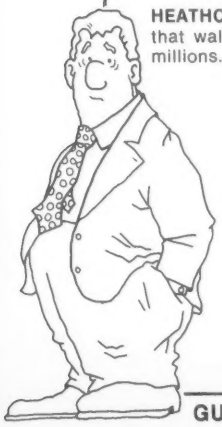

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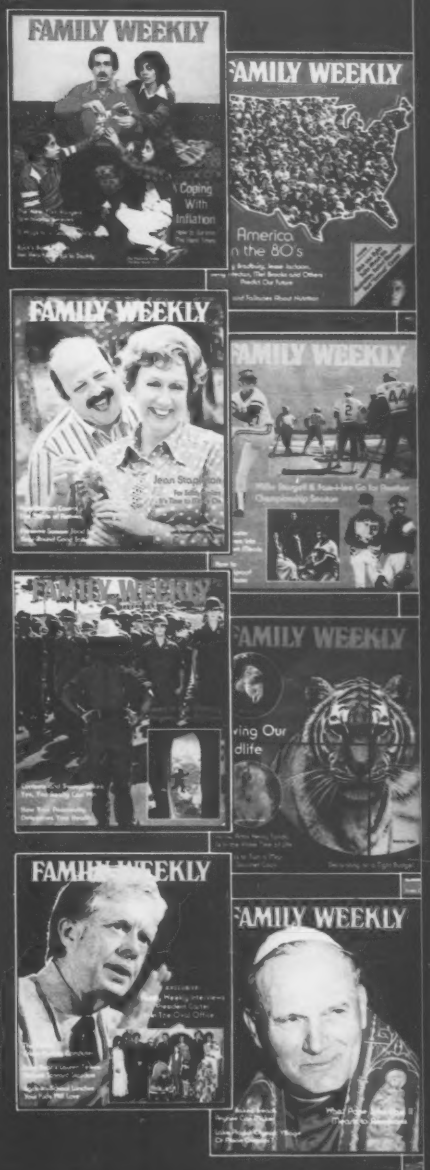

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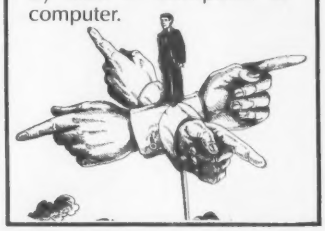

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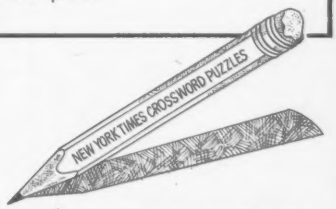

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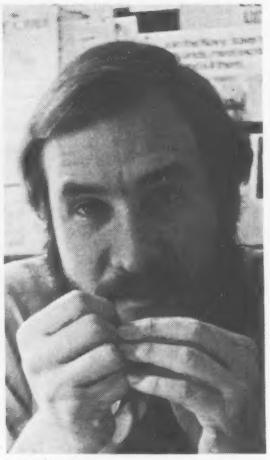

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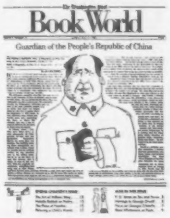

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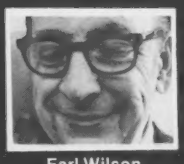
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GNB—Graphic News Bureau
GNS—Gannett News Service
GOJ—Henry Gaines Goodman, Jr.
GPL—Geiser Productions, Ltd.
GPR—Paula Royce Graham
GRE—Arthur S. Green Syndicate
GRF—Griffith News Feature Service
GRM—Walter Gormly
GSM—GSM News Service Garden State Media Inc.
GWN—Dave Goodwin & Associates
HAA—Harris & Associates Publishing Division
HAN—Harambee African News Service
HAR—Harvard Features Syndicate
HC—Harnet Carlson Newspaper Syndicate
HEI—Heins Publications
HEM—The Hempstone Syndicate
HEN—Henrikson Cartoon Service
HF—Harbor Features
HFF—Bob Harmon Football Forecast, The
HIS—Hollywood Inside Syndicate
HOL—Venice Holmes, Features
HOW—Howard Global Syndicate
HPS—Hopkins Syndicate, Inc., The
HRS—Hollywood Reporter Syndicate, The
HSA—H.S. & Associates, Syndicated Features
HTF—Home Town Flavor
HUT—Hutchinson Associates
IMN—Intermedia News and Feature Service
IMTS—International Medical Tribune Syndicate
INA—Independent News Alliance
INF—International Features, Inc.
IND—Indelible Ink Works
INO—Interocean Press Syndicate
INP—Interlude Productions
INW—International Writers Service
IPS—Inter-Continental Press Syndicate
ITP—Interpress of London & New York
JAN—Jandon Features
JAR—Richard Jarrett Co.
JDL—JDL Features
JEB—Joe E. Buresch
JEF—Jefferson Communications, Inc.
JPS—Journal Press Syndicate
JTA—Jewish Telegraphic Agency, Inc.
KAH—A.D. Kahn, Inc.
KAR—R. Randolph Karch Syndicate
KAT—Kartoonings Advertising
KFS—King Features Syndicate
KNF—Knowledge News & Feature Syndicate
KNT—KNT News Wire
KSM—Susan Manlin Katzman
LAO—Law and Order
LAT—Los Angeles Times Syndicate
LAU—Laurium Features, Inc.
LAW—Law Education Institute
LEF—Mike LeFan Features
LEG—Legal Viewpoint
LER—Erwin Lynn
LES—Lester Syndicate
LEV—Samuel P. Levine
LIS—Listening, Inc.
LLS—Lydia Lane Syndicate
LNI—Liberty News International
LOG—The Looking Glass
LTWP—Los Angeles Times-Washington Post News Service
LUD—George O. Ludcke
LUI—Lui Associates
LUT—Lutheran Church in America, Dept. of Press, Radio & TV
LYN—Richard Lynn Enterprises
MAL—Mallard East Enterprises
MAT—Marie Mattson
MCF—Mid Continent Feature Syndicate
MCM—Michael J. McManus
MCN—McNaught Syndicate, Inc.
MDR—David R. Merkowitz
MEI—Dona Z. Meilach Features
MER—Merrell Enterprises
MEY—Norman Meyers Associates
MFS—Minority Features Syndicate, Inc.
MGF—M.G. Features
MIK—Randy Mink, Travel Writer
MIL—Miller Services, Ltd.
MIT—Phyllis Mitchell Christian Features, Inc.
MLN—Miller News Service
MLR—Richard A. Miller
MLS—Patsy Milligan Syndicate
MM—Minute Message
MNS—Miko's Pacific News Service
MOR—Mark Morgan Inc.
MOS—Mort Olshan Sports Features
MRT—Stan Meritakis
MSC—MSC, Inc.
MUR—Murtin-Harns Syndicate
NAT—Natural News & Features
NCF—National Catholic News Service
NEA—Newspaper Enterprise Association
NEW—New York Today, Inc.
NFS—National Features Syndicate
NGC—The Name Game Co., Inc.
NGS—National Georgraphic Society News Service
NHN—Newhouse News Service
NIES—Newsweek International Editorial Service
NMD—NMD Features
NNB—National News Bureau
NPS—News Portraits Syndicate
NRS—News Research Service
NRW—National Right To Work Committee
NUM—Numismatic Information Service
NWS—News Associates
NYT—The New York Times Syndication Sales Corp.—Special Features
NYT-NS—New York Times News Service
NYT-P—NYT Pictures
OLL—Our Lively Language
OPS—Oceanic Press Service
OWS—On Wheels Syndicate
PAG—Page Publishers
PAI—Press Associates, Inc.
PAK—Pakistan Feature Syndicate
PAN—Photo Associates News Service, Inc.
PAR—Parade of Homes
PAU—J. S. Paul
PCC—Photo Communications Co., Inc.
PET—Pet Parade, The
PF—Phoenix Features
PFB—Publishers Financial Bureau
PIO—Pioneer Press Service
PLY—Plympton
POS—Jack Posner
PRB—Press-Radio Bible Service, Inc.
PRI—Princeton Features
PTF—Partime Features
PTL—PTL Television Network
PUN—Phil E. Pierce
PWF—Press Wire Services-Press Wire Feature Services
PYL—Dolores Pyle
QUF—Quiz Features
RBN—Richey-Bosch News Feature Service
REC—Recipe Clinic
REH—Charles Rehns Publications
REL—Religious Drawings, Inc.
REN—Rentschler Syndicate
RET—Religion Today
REU—Reuters
REY—Reymont Associates
RGA—R-GABS Comic Features Syndicate
RHC—Real Estate House Calls
RIC—Dorothy Ricker
RIN—Norman Richmond
RIP—Rip Off Features Syndicate
RIS—Richmond Syndicate
RNS—Religious News Service
ROC—The Rockmore Company
ROJ—June Roth Features
ROL—Roll Call Report (Thomas')
ROO—Edith Kermit Roosevelt Syndicate
RPT—Rock-Pop Syndicate
RTS—The Register and Tribune Syndicate Inc.
SA—Soccer Associates and Jeffrey Lee Syndicate
SAF—Seven Arts Feature Syndicate
SAG—Gary Stevens Associates
SAL—Salmon
SAW—Sawyer Press Feature Syndicate
SBP—BP Singer Features, Inc.
SCE—Eric Schaefer
SCH—Miv Schaaf
SCI—Singer Communications, Inc.
SF—Suburban Features
SFI—Suburban Features, Inc.
SHR—John H. Shropshire & Associates
SIE—Sierra Features
SLG—Scramb-L-Gram, Inc.
SM—Al Smith Feature Service
SMP—Summit Press Syndicate
SNN—Solo News Network, Inc.
SOC—Soccer Communications, Inc.
SOG—Shades of Green
SOL—Goody L. Solomon
SON—William Sonstein
SPE—Specialty Features Syndicate
SPM—Simple Remedies and Preventive Medicine
SPS—Spadea Syndicate, Inc.
STA—Stamping Grounds
STE—Stevens Features
STG—Star-Gazing
STO—Stock Market Graphic Features
STR—Star Service Syndicate
SUM—Anita Summer
SUN—Sun Features
SWF—Southwestern Features
TAG—Tagumi Features Syndicate
TAJ—Jon Taylor & Co.
TAP—Tel Aire Publications, Inc.
TAY—Lillian Taylor
TEE—Teenage Corner, Inc.
TEF—Teacher Feature
TEL—Tele-Log
TFS—Transworld Feature Syndicate, Inc.
TGT—The Green Thumb
THF—Robert Thornton Features
THG—The Hampshire Group
TIN—Tiny Features, Inc.
TM—Two Minute Mystery Series
TRF—Travel Facts
TSE—Theme Song Enterprises
TSS—Toronto Star Syndicate
TTW—Traveler's World Syndicate, The
TVC—TV Compulog Services, Inc.
TVD—TV Data Inc.

SYNDICATE NAME CODE

TVN—TV News
TVW—TV Watch, Inc.
UB—U-B Newspaper Syndicate
UCS—United Cartoonist Syndicate
UFS—United Feature Syndicate
UME—United Media Enterprises, Inc.
UNI—University of Iowa H/S News Service
UPI—United Press International
UPIN—United Press International Newspictures
UQ—Uncommon Quotations
UPS—Universal Press Syndicate
USA—U.S.A. Syndicate
VEB—Byron Vaughns Enterprises
VMG—VIP Medical Grapevine
WAR—Ward & Sons, Inc.
WCM—World Communications Syndicate
WCS—West Coast Syndicate
WEI—Weiss Philatelic-Numismatic Features
WHI—Leo White Productions, Inc.
WIL—Williams Newspaper Features Syndicate, Inc.
WIP—Wagner International Photos, Inc.
WOR—World News Syndicate, Ltd.
WOT—Wine on the Table
WPR—World Press Review
WPW—Washington Post Writers Group
WTC—Winetaster's Choice
WUP—World Union Press
WWN—Wideworld News Service
WWS—Washington Writer's Syndicate
YFI—Your Fashion Image
YKM—Yoakum Features
YOU—Youth Research Institute
YPI—Young Productions Inc.
ZEC—Zeus Enterprises in Communications, Inc.

CLASSIFICATIONS, ABBREVIATIONS, SYMBOLS

Classifications

1. ADVICE
2. ANTIQUES
3. ASTROLOGY: Graphology, Biorhythm
4. AUTOMOTIVE
5. BEAUTY
6. BOOKS
7. BUSINESS
8. CHILDREN'S FEATURES
9. COINS & STAMPS
10. COMICS
    A. Strips
    B. Sunday Pages
    C. Cartoon Panels
11. COMMENTARY
    A. Political
    B. General
12. CONSUMERISM
13. ECOLOGY: Environment
14. EDITORIAL ART
    A. Caricatures
    B. Cartoon panels
15. EDUCATION
16. ENTERTAINMENT
    A. Motion pictures
    B. Music
    C. Television/Radio
    D. Theater
    E. TV Program Listings
17. ETIQUETTE
18. FAMILY: Child raising
19. FASHION
20. FILLERS
21. FOOD
22. GAMES: Backgammon, Bridge, Chess, etc.
23. GARDENING: Farming
24. GOSSIP
25. HEALTH: Medical
26. HOBBIES
27. HOUSE & HOME
    A. Decorating
    B. House plans
    C. Do-it-yourself
28. HUMOR COLUMNS
29. LEGAL
30. MAPS & CHARTS
31. MISCELLANEOUS Columns and Features
32. NEWS SERVICES
33. OUTDOORS
    A. Camping
    B. Fishing
    C. Hunting
34. PATTERNS: Sewing
35. PETS
36. PHOTOGRAPHY
37. PHOTO SERVICES Pictures
38. POLLS & SURVEYS
39. PUZZLES
    A. Cross-word
    B. Quizzes
    C. Word Games
40. REAL ESTATE
41. RELIGION
42. RETIREMENT: Senior Citizens
43. SCIENCE: Technology
44. SERIALIZATIONS
    A. Non-fiction
    B. Fiction
45. SHORT STORIES
46. SPORTS—Spectator
47. SPORTS—Participant
48. TRAVEL
49. WOMEN'S PAGES
50. TEEN-AGE FEATURES

How Often Is Feature Supplied:

Sunday	S
Seven times a week	7tw
Six times a week	6tw
Five times a week	5tw
Four times a week	4tw
Three times a week	3tw
Two times a week	2tw
One time a week	1tw
Annually	an
Contract	cont
Occasionally	occ
Monthly	m
Quarterly	qt
Seasonal	sea

Size of Feature

Number of words	500 etc.
Picas wide and inches deep	42x5", 78.6x4" etc.
Page (Standard)	ps
Page (Tabloid)	pt
Double Truck	dt
Half-page (Standard)	hps
Half-page (Tabloid)	hpt
Half-page (Vertical)	hpv
Third-page (Standard)	tps
Third-page (Tabloid)	tpt
Quarter-page (Standard)	qps
Quarter-page (Tabloid)	qpt
Quarter-page (Horizontal)	qph
Sixth-page (Horizontal)	sph
Sixth-page (Vertical)	spv
Varies	var
Book length	bl
Supplement	sup

How Feature is furnished

Offset repro proofs	orp
Manuscript	man
Scannable	
Courier 12	C12
OCRA	ocra
Perry 199	p199
Illustrated with drawings	id
Illustrated with glossy photos	igp
Illustrated with photo negatives	ing
Wire	wire
AP DataFeature	DF
UPI DataNews	DNS
By mail	mail
Also available in Spanish	*

TITLES OF BY-LINED FEATURES

A

ABC News-Harris Survey—Louis Harris ... CTN
A Changing America—John Naisbitt & Susan Dooley ... PRI
A Changing World—(California Only)—John Pinkerman ... NWS
A Changing World—John Pinkerman ... NWS-CNS
A Conservative View—James J. Kilpatrick ... UPS
A Good Book To Read—Martin J. Ross ... LAW
A Hand Around The House—A.J. Hand ... LAT
A Little Leary—Bill Leary ... LAT
A Little Prayer—Mary Alice Bennett ... AF
A New You—Emily Wilkens ... KFS
A Problem Today—Ida Nettleton ... SCI
A Real Wrap Up—Bruce Huff ... MGF
A Technical Question—Paul Cardwell, Jr. ... CMF
A Time For Living—Jory Graham ... UPS
A Woman Like You—Frances Scott ... BAS
A Woman Ought to Know— ... CMF
A Woman's View of Foreign Affairs—Trudy Mulcahy Howard ... HOW
A Word Edgewise—John P. Roche ... KFS
About Books—American Library Assn. ... NEA
About Camping—Craig Mitchell ... FET
About People ... UPI
About Real Estate—Don Campbell ... RTS
About The House ... TVC
About Tools—Ronald E. Thomas ... FET
About Young Romance—Dick Harmon ... UQ
Abroad At Home—Anthony Lewis ... NYT-NS
Academic Viewpoint ... ANS
Academic Health View ... ANS
Academic News Service ... ANS
Academic Survey Results ... ANS
Academic Viewpoint—Carl R. Grady ... ANS
According to Guinness—Norris McWhirter ... UPS
Acme Woods—Dyke Williams ... DFS
Admirals Zumwalt & Bagley—Admirals Zumwalt & Bagley ... LAT
Adam An' . . . Ya'akov Kirschen ... NYT
Adventure Postpaid—Lee James ... SA
Adventure Travel—Jason Rubensteen ... CMF
Advertising Basics—Hal Betancourt ... BET
Affairs Of State—Fred W. Kline ... CAP
After Divorce—Dr. Melvyn Berke & Joanne Grant ... RTS
Agatha Crumm—Bill Hoest ... KFS
Agony ... ITP
Agri-Business—Henry Schacht ... CHR
Agriculture Roundup—Becci Field ... CAP
Ahead of Time—Ken Muse ... DFS
Aid for The Handicapped—Charles Rehns ... REH
Air Hawk Adventure—B. Foley ... SBP
Aislin Political Cartoons—Aislin ... TSS
Alan Grey's Day—Alan Grey ... API
Albert Herbert Hawkins—Frank Dickens ... FNS
Alexander's Local Cartoons—Jerry Alexander ... ALX
Alex in Wonderland—Bob Cordray ... CNS
Alice Widener Column—Alice Widener ... USA
All About Horses—John H. Shropshire ... SHR
All About N.Y.—Rick Moran & Co. ... PAN
All About Pets—Eleanor Price ... LAT
Alladin and His Magic Lamp—Mahmood Ahmad Qazi ... PAK
Alley Oop—Dave Graue ... NEA
All In the Family—Bill Murray ... MFS
All Pro—Bob Bowie ... IPS
All The Latest Diggs—R. Diggs ... RIP
Almighty Dollar—Lo Linkert ... FET
Along The Camping Trail—The Bascomes ... BA
Along The Food Trail—The Bascomes ... BA
Along The Rail—John Williams ... CMF
Along The Wine Trail—The Bascomes ... BA
Altar Stairs—Dr. John Kirkpatrick ... HPS
American News Report—Ben Gallob ... JTA
America For Sale—Kenneth Crowe ... DDS
American Craftsman—Kent Brown ... CMF
American Families In Transition—Elizabeth Dovvan ... CBN
America's Songbag—Gomer Pound ... DFS
American Spectator Package ... LAT
American Viewpoints ... CPS
Amy—Jack Tippit ... RTS
Ancient Proverbs And Their Modern Relevancies—Charles Rehns ... REH
Andy Capp—Reggie Smythe ... FNS
Andrea Diehl Column—Andrea Diehl ... NNB
Andrew Young—Andrew Young ... LAT
Andy Donato—Andy Donato ... SUN-CWF
Andy Rooney—Andy Rooney ... CTN
Animal Ad Libs—Righetti ... SCI
Animal Crackers—Roger Bollen ... CTN
Animal Doctor—Dr. Michael Fox ... UFS
Animal World—Helen Galantiere ... CMF
Anita Summer's New York—Anita Summer ... SUM
Annie—Leonard Starr ... CTN
Ann Landers Column—Ann Landers ... FNS
Another Look—Robert Yoakum ... YKM
Another View—John Stees ... UFS
Antiques—Ann Davis ... DPS
Antiques—Lita Solis Cohen ... ART
Antiques And Stuff—Anne Gilbert ... UFS
Antiques Appraisal Clinic—Charles Carroll ... CRO
Antique Furniture—James McCollam ... CNS
Antique Wise—Dorothy Hammond ... CF
AP-TV Day Listing Service ... CAS
Apartment Living ... TVC
Apartment 3-G—Alex Kotzky ... FNS
Apple A Day—Richard Gerchak ... CMF
Apple Pie—Boyd ... MOR
Archie ... KFS
Are You A Kopy Kat?—Robert Gill ... NFS
Army Funnies—Buddy Basch ... BAS
Arnie—Arnie Stockholm ... SCI
Around The House—Jan Paul ... PAU
Around The World—Stan Delaplane ... CHR
Art Buchwald Column—Art Buchwald ... LAT
Arthur Ashe Column—Arthur Ashe ... WPW
Arthur Knight at The Movies ... HRS
As A Matter of Fact ... UNI
Arts—Byron Belt ... NHN
As You Were—Jim Baker ... PID
Asia Memo—Edward Neilan ... CNS
Ask Alma—Alma ... SF
Ask Andy—Ed Grade ... LAT
Ast Aunt Madge—Madge Saksena ... ASK
Ask Beth—Elizabeth Winship ... LAT
Ask Dick Kleiner—Dick Kleiner ... NEA
Ask Dr. Brothers—Dr. Joyce Brothers ... KFS
Ask Dr. Landau—Miriam Landau ... LAT
Ask Handyman ... CF
Ask Jennifer—Jennifer Anderson ... LAT
Ask Ms. Natural—Clare Barrett ... NAT
Ask TV Scout—Joan Crosby ... UFS
Ask Your Gerontologist—Jolayne Farrell, R.N., MPH ... JDL
Ask Your Vet—Dr. Michael Fox ... CTN
Assignment: America—Phyllis Battelle ... KFS
Assignment: Television—Terrence O'Flaherty ... CHR
Astro Analysis—Sonia McGinnis ... MOR
Astro Graph—Bernice Bede Osol ... NEA

TITLES OF BY-LINED FEATURES

Astrological Forecast—Sydney Omarr ..... LAT
Astrology—J. Naylor ..... SCI
At Large—Ellen Goodman ..... WPW
At Large—Ruth Daniloff ..... CMF
At My Table—Bonnie Stern ..... SUN-CWF
At Wit's End—Erma Bombeck ..... FNS
At The Grass Roots—Howard Jarvis ..... IPS
At The Movies—Clyde Gilmour ..... TSS
At Your Service ..... ARM
Australian Home Journal ..... OPS
Australian Women's Weekly ..... OPS
Auto Album—Tad Burness ..... UFS
Auto Safety—Clarence Ditlow ..... CMF
Auto Talk—Joyce Kinnard ..... CMF

B

Backgammon—Paul Magriel ..... NYT
Background Maps—Tom Hoge ..... APW
Backstairs At The White House—Helen Thomas ..... UPI
Backyard Bounty—Jan Riggenbach ..... JAN
Backyard Gardener—Patrick Denton ..... CNS
Baptist Press Features ..... BAP
Barbs—Phil Pastoret ..... NEA
Barney Google and Snuffy Smith—Fred Lasswell ..... KFS
Barnstormers—Frank Tabor ..... API
Barron Cartoons—Sid Barron ..... TSS
Basil—Gerry Lantz ..... UPS
B.C.—Johnny Hart ..... FNS
Be American—Albert Wetzel ..... API
Beautiful!!—Barbara Jones/Charles Bowen ..... AF
Beauty—Lydia Lane ..... LLS
Beauty Bits—Nancy Lane ..... WOR
Beautiful Homes—Mid Paulus ..... MCF
Beauty Digest—Diane Robbens ..... NEA
Beauty Is—Lucille Bouchard ..... BOU
Beauty Page—M.J. Cahill & L. Bliss ..... TFS
Beauty Spot—Eleanor Fulcher ..... TSS
Beauty Tips From Hollywood ..... SCI
Beetle Bailey—Mort Walker ..... KFS
Before You Buy—Margaret Dana ..... UFS
Behind the Scenes ..... TVC
Behind the Tube . . . who's who?—Jan Marshall & Michelle Christian ..... RBN
Belvedere—George Crenshaw ..... FNS
Ben Sargent—Ben Sargent ..... UFS
Benchmarks—Douglas Rath ..... CMF
Ben Wicks Cartoon—Ben Wicks ..... SUN-LAT-CWF
Benchwarmer's Sports Trivia—Bob Alexander ..... CNS
Berry's World—Jim Berry ..... NEA
Best Books Special ..... FNS
Best of Press ..... EDC
Best Sellers ..... SCI
BEST Sellers ..... UPI
Betsy Clark—Hallmark ..... FNS
Better Barter—George Bunt ..... CMF
Better Bridge—Robert Rosenblum ..... CNS
Better Bridge—R. A. Miller ..... MLR
Better Homes and Gardens All-Time Favorite Recipe Column ..... RTS
Betty Beale's Washington Letter—Betty Beale ..... FNS
Between You & Me—Boris Smolar ..... JTA
Beyond The Known—Edith Kermit Roosevelt ..... ROO
Bible Crostic—Ray Helle ..... CF
Bible Verse—Jack Hamm ..... SM
Bible Verses Illustrated—Richard Schroeppel ..... DFS
Big Crossword—Naida Dickson ..... DFS
Big Feet—Pedro R. Moreno ..... UCS
Big Boss & Co.—Richard Davies ..... CMF
Big Brother—Clem Scalzitti ..... DFS
Big George—Virgil Patch ..... FNS
Bill Garner—Bill Garner ..... UFS
Bill Lane In Hollywood—Bill Lane ..... WOR
Bio-Dex—Ken Michaels ..... SUN-CWF
Birnbaum—Stephen Birnbaum ..... CTN
Bistrogonoffandon—Corrine Petteys ..... RIP
Bimbo's Circus—Howie Schneider ..... UPS
Birthscope—Elaine Morrissey ..... BIR
B.J. Becker's Contract Bridge—B.J. Becker ..... KFS
Black Giants—Bill Murray ..... MFS
Black Press Service ..... BPS
Black Press Service News Report ..... BPS
Black Sports—Sam Skinner ..... BPS
Blondie—Dean Young and Jim Raymond ..... KFS
Blurbs On Herbs—Kelly ..... SCI
Bon Appetit—Bonnie Mandoe ..... CMF
Bob Dana On Wine—Bob Dana ..... NEW
Bob Greene—Bob Greene ..... FNS
Bobby—S.M. Iger ..... PF
Boner's Ark—Mort Walker ..... KFS
Bonus-Word Puzzle—N. Dickson ..... DFS
Book Affair—Michael Williams ..... CAP
Booklook—Helen Ashmore ..... BOK
Book Marc—Marc Drogin ..... BKM
Book Marks—Mid Paulus ..... MCF
Book News ..... CMF
Book Reviews—Robert X. Adams ..... FEA
Book Reviews—William Laffler ..... UPI
Book Reviews—John Pinkerman ..... NWS
Book Reviews ..... CNS
Book Reviews (Children's)—M. F. Stroud ..... FEA
Book Shelf—Jeff Lee ..... SA
Book Talk—Myna Grier ..... ITP
Book Talk—John Riley ..... ECS
Book World Service ..... WPW
Books Around The House—Jan Paul ..... PAU
Books in Review ..... IMN
Books Of The Week—Norman Austin ..... HIS
Bookviews—Alan Caruba ..... INP
Boomer—Bill Brown and Mel Casson ..... UFS
Bootstraps ..... EHS
Borgman Political Cartoons—Jim Borgman ..... KFS
Born Loser—Art Sansom ..... NEA
'Bout Books—Philippa Ruth ..... WOR
Bouton—Jim Bouton ..... FNS
Bowling Tips—Dick Weber & Patty Costello ..... UFS
Brain Teasers ..... OPS-SCI
Braintwister—Gordon ..... OPS
Brass Tacks—Nick Frising ..... AF
Brenda Starr—Dale Messick ..... CTN
Brennan's World—Francis Brennan ..... NIES
Brick Bradford—Paul Norris ..... KFS
Bridge—Carl Brett ..... GIN
Bridge—Oswald Jacoby & Alan Sontag ..... NEA
Bridge—Alan Truscott ..... NYT
Briefs ..... EDC
Bringing Up Father—Kavanagh—Fletcher-Camp ..... KFS
Briney Deep—Don Addis ..... UFS
Broadcast Script—Religious ..... RNS
Broadway—William Raidy ..... NHN
Broadway Ballyhoo—Radie Harris ..... HRS
Broadway Box Score ..... UPI
Broadway Karikatures—Joe Kaiff ..... AMF
Broadway Vignettes—Ted Julian ..... AMF
Broom-Hilda—Russ Meyers ..... CTN
Brother-Juniper—Fred McCarthy ..... FNS
Brother Simon & Lucus—Pedro R. Moreno ..... UCS
Bruce Jenner's Guide to Leisure Sports—Bruce Jenner ..... UPS
Bryant/Hall Travel—G. Bryant/G. Hall ..... TSS
Buck Rogers in the 25th Century—Jim Lawrence & Gray Morrow ..... NYT
Buddy's Workshop ..... CSP
Bugs Bunny—Warner Bros. ..... NEA
Business and the Stock Market ..... PFB
Business As Usual—Harley Schwadron ..... API
Business in Review ..... UPI
Business Outlook—JA. Livingston ..... FNS
Business Today ..... UPI
Business Wire Newsletter ..... BUS
Button's Bunch—Ford Button ..... RGA-DFS
Button-Up—Ford Buttons ..... RGA
Buy Right—Arthur Darack ..... RTS
Buyword ..... CMF
Buz Sawyer—Schlensker & Granberry ..... KFS
Byline Consumer—Sylvia Cronin ..... FET

C

Cable TV Listings ..... TVC
California Cartoons—Paul Duginski ..... CNS
Calorie Countdown—Susan Duff ..... MCN
Camera Ready Weekly Comics Page ..... FET
Camera View ..... NYT
Camping All Year Round—Bob Nesoff ..... MCN
Camping Family Style—Angel/Ford Bothwell ..... SF
Campus Laughter—Pedro R. Moreno ..... UCS
Campus Reports/News Analysis ..... CPR
Campus Reports/Commentary ..... CPR
Canadian Book Bestseller List ..... TSS
Canadian Bridge—Ted Horning ..... TSS
Canadian Business—Jack McArthur ..... TSS
Canadian Business Report—John Meyer ..... TSS
Canadian Chess—Lawrence Day ..... TSS
Canadian Comment—Peter Ward ..... SF
Canadian Fashion ..... TSS
Canadian Gardening—Fred Dale ..... TSS
Canadian Paperback Bestseller List ..... TSS
Canadian Sport—Mift Dunnell ..... TSS
Cancer: The Wayward Cell—Dr. Dorothy Buchanan-Davidson ..... ANS
Candle & Mirror—Fred Dodge ..... MM
Can You Explain It—Richard Russell ..... ELA
Capital Fare—Andrew Tully ..... MCN
Capitol Comedy—Jack Posner ..... POS
Cappy Dick—Cappy Dick ..... FNS
Captain Easy—Bill Crooks & Jim Lawrence ..... NEA
Car Care Hotline—David Hornblower CCL
Car Cartoons ..... SCI
Careers—Joyce Lain Kennedy ..... SFI
Caring (pet column)—Leslie Smith ..... CMF
Career Corner—Tom Williams ..... CF
Caring For Your Car—Ray Hill ..... LAT
Car Keys—B. Woody ..... OPS
Car Reports—Bob Cutler & Jas Patterson ..... THG
Carl Rowan—Carl T. Rowan ..... FNS
Carmichael—Dave Eastman ..... LAT
Carnival—Dick Turner ..... NEA
Carrier-Toons—Chick Larsen ..... UFS
Cartoon ..... CSP
Cartoon Cavalcade—Joel Beck ..... RIP
Cartoonmix—F. Baginski ..... CAM
Cartoonology—Pedro R. Moreno ..... UCS
Cartoons—Bob Englehart ..... CNS
Cartoons—David Wiley (Miller) ..... CNS
Cartoons—John Lara ..... CNS
Cartoons—John Trever ..... CNS
Cartoons—Ralph Yoes ..... CNS
Cartoons—Steve Sack ..... CNS
Cartoons—Tim Menees ..... CNS
Cash Box Confidential—George Albert ..... RTS
Castinotes—David J. Spatz ..... ASC
Cat—B. Kliban ..... RTS
Catfish—Rog Bollen & Gary Peterman ..... CTN
Cathy—Cathy Guisewite ..... UPS
C.B. Gordon—Mark der Marderosian ..... DFS
CB-Ham Break—Mike Wendland ..... UPS
CBN Corner ..... TVC
Cecil & Dipstick—Ray Collins ..... FET
Cecil Smith Television Column—Cecil Smith ..... LAT
Celebritee-Hees—Buddy Basch ..... BAS
Celebrities On The Couch—Dick Maurice ..... CNS
Celebrity Cookbook—Johna Blinn ..... IAT
Celebrity Jokes ..... OPS
Centerpiece—The New York Times Magazine ..... NYT
Changing World—John Pinkerman ..... CNS
Changing Your Life—Win Murphy ..... FET
Cheap Shots—Charles Griffin ..... NNB
Charlie—Charles Rodrigues ..... CTN
Chess—Leroy Dubeck & J. A. Livington ..... SPS
Chess—Rob't Byrne ..... NYT
Chess Quiz—Shelby Lyman ..... BCF
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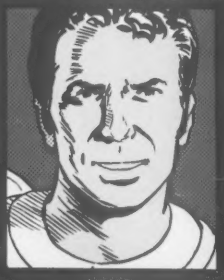

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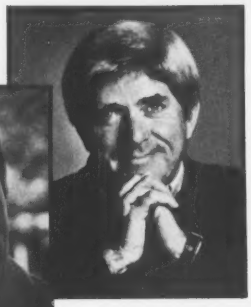

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Essay—William Safire ... NYT-NS
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Fashion Index ... FA
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Film Review ... CAS
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Getting There—Jean Heller & Michael Carlan ... NHN
Getting What You Deserve—Stephen Newman & Nancy Kramer ... DDS
Giant Crossword ... ITP
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Graffiti ... MCN
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Here Tomorrow—Ed Orloff ... CRO
Here's Hope—Hope Hathaway ... API
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Little Iodine—Bob Dunn & Hy Eisman ... KFS
Little Peoples Puzzle—Leo White ... UFS
Little Woman—Don Tobin ... KFS
Live Longer Be Happy—Charles Rehns ... REH
Living—Venice Holmes ... HOL
Living—Ellie Grossman ... NEA
Living—Hal Holland ... SM
Living Today—Joan O'Sullivan ... KFS
Living With Aging—M. Oberleder, PhD. ... POS
Living Words—Gordon ... SCI
Liz Smith Column—Liz Smith ... CTN
L.M. Boyd Column—L.M. Boyd ... CRO
Locher—Dick Locher ... CTN
Lolly—Pete Hansen ... CTN
London Daily Mail Evening News, News Service ... ITP
London Daily Mail News Service ... ITP
London Sunday People Features ... ITP
Lone Ranger ... NYT
Look-and Feel-Your Best—
Mr. Physical Fitness of the USA—Paul Bernstein ... RBN
Look & Learn—Gordon ... SCI
Looking Backward—Barbara Sarkesian ... UMF
Looking Good—Charles Hix ... UFS
Looking Great—Gloria Lintermans ... IPS
Looking Up—Arvo E. Haapa ... AMW
Lorry's Gang—Lorry Mafuz ... DFS
Los Angeles Times Crossword Puzzle—Margaret Farrar ... LAT
Los Angeles Times/Washington Post News Service ... LTWP
Losing Weight is an Inside Affair—Gene Morgan ... RBN
Lou Edman Describes—Lou Edman ... EDM
Lou Grant Cartoon—Lou Grant ... LAT
Louis Ruckeyser Column—Louis Ruckeyser ... MCN
Louisa's Letter—Mrs. Hugo Sims Sr. ... EDC
Love Grows On Farms—Dick Kimbrough ... CMF
Love Is . . .—Kim Grove ... LAT
Low Calorie And Low Cost Recipes by Lori
—Lon Schackelman ... HSA
Low Down from the Congressional Record
—Joe Crump ... CRU
Luther—Brumsic Brandon, Jr. ... LAT
Lurie—Ranan Lurie ... KFS
Lynette the Angel—Pedro R. Moreno ... UCS

M

M. Stanton Evans Column—M. Stanton Evans ... LAT
MacNelly—Jeff MacNelly ... CTN
Made Public—Marv Arthur ... ARU
Magic Carpet—Count De Tejada ... API
Magic Carpet Over Broadway—Joe Kaliff ... AMF
Magicword ... MCN
Main Street—Ted Green ... PWF
Mainly For Seniors—John T. Watts ... CNS
Make It Yours—Ellen Appel ... CNS
Make People Like You—Lelord Kordel ... SPE
Makin' Things—Ed & Steve Baldwin ... RTS
Making It—Jon M. Taylor ... TAJ
Male Mid-Life Crisis—Nancy Mayer ... DDS
Mann About Town—Horst Mann ... LNI
Man and Medicine—Irwin J. Polk, M.D. ... PAG
Managing Your Family's Money—Merle Dowd ... RTS
Mandrake The Magician—Lee Falk and
Fred Fredericks ... KFS
Many Mansions—Mary Helene Rosenbaum ... CMF
Maps ... NEA
Marian Christy Column—Marian Christy ... LAT
Marianne Means' Washington—Marianne Means ... KFS
Marilyn Beck—Marilyn Beck ... CTN
Mark Russell Column—Mark Russell ... LAT
Mark Trail—Ed Dodd & Tom Hill ... FNS
Mark Trail's Outdoor Tips—Ed Dodd ... FNS
Market Place—Robert Metz ... NYT-NS
Marlette's Editorial Cartoon—Doug Marlette ... KFS
Marmaduke—Brad Anderson ... UFS
Marvelous Fun & Games—Owan McCarron ... RTS
Marvin Kitman Show—Marvin Kittman ... LAT
Marv's Reply—Marv Arthur ... ARU
Mary Ellen's Helpful Hints—Mary Ellen Pinkham ... NYT
Mary McGrory Column—Mary McGrory ... UPS
Mary Worth—Allen & John Saunders, Ken Ernst ... FNS
Matchmaker-Matchmaker—Joan Hendrickson & Jack Stone ... API
Mathword Puzzle—J.V. Richardson ... DFS
Mauldin—Bill Mauldin ... FNS
Max Lerner Column—Max Lerner ... LAT
Max Rafferty Column—Dr. Max Rafferty ... LAT
Maxine Chesire—Maxine Chesire ... LAT
Mazes ... SCI
Mazes—Gordon ... OPS
MD—James Whatley ... ITP
Me & My KY—William Jackson ... CNS
Media Monitor ... TVC
Medical Digest—Ed Orloff ... CRO
Medical News and Features ... IMTS
Medical Update ... CMF
Medicine Chest—H. Boswell York, R. Ph. ... MCN
Medicine and the Law—Neil L. Chayet, J.D. ... IMTS
Medifax and Fiction ... LUI
Medi-Quiz—L. Rothman ... CMF
Meditation—Gordon ... SCI
Meltzer On Real Estate—Bernard Meltzer ... FNS
Mem-Ohs—Jim Terrell ... ZEC
Memo To Caesar—D.K. Woodman ... HPS
Memory Quiz—Donald Saltz ... QUI
Men & Women—Mel Calman ... FNS
Michener—Ted Michener ... SUN-CWF
Mickey Mouse—Walt Disney ... KFS
Microwave Cook—Dorthy Pybus ... SUN-CWF
Mighty Mixture—Gary Stevens ... SAG
Mike Lupica—Mike Lupica ... CTN
Mike Peters—Mike Peters ... UFS
Miko's Notebook—Bob Miko ... MNS
Milt Dunnell—Milt Dunnell ... TSS
Milton Moskowitz Column—Milton Moskowitz ... LAT
Milwaukee Journal Features ... ANS
Mind Your Money—Peter Weaver ... KFS
Mini-Maps—John J. Westley ... DIS
Mini Movie Reviews ... CIN
Minit Doodle—Louis Magula ... AF
Minute Mechanic—Ted Dee ... HAR
Miracle Cosmetics—A. House ... SCI
Miracle Gardening—J. Finletter ... SCI
Miracle of Faith—Geri Kaye ... API
Mirror Of Your Mind—John Conwell ... KFS
Misc. Features ... PAN
Misc. News ... HRS
Miss Manners—Judith Martin ... UFS
Miss Peach—Mell Lazarus ... FNS
Models' Notebook—Cate Tuttle ... CNS
Modern Etiquette—Jane Sherrod ... SCI
Modern Sherlock Holmes—Jane Sherrod Singer ... SCI
Modesty Blaise—Peter O'Donnell ... LAT
MODmor List—Sheldon Rose ... JPS
Momma—Mell Lazarus ... FNS
Money Matters—Don Bauder ... CNS
Money Matters—Dave Goodwin ... GWN
Money Matters ... TVC
Moneypavers—Bob Powers ... CCM
Money Talks ... AMW
Money Watch—Carol Mathews ... LAT
Monthly Mention—Fred Dodge ... MM
Moon Mullins—Ferd & Tom Johnson ... CTN
Moose Miller—Bob Weber ... KFS
Moral Dimensions Behind The Headlines—William Lester ... LES
More For Your Money—Righetti ... SCI
Moreno's Cartoons—Pedro R. Moreno ... UCS
Mort Olshan's College Forecast—Mort Olshan ... MOS
Mort Olshan's Pro Forecast—Mort Olshan ... MOS
Mossprints—Geoffry Moss ... WPW
Motley's Crew—Ben Templeton & Tom Forman ... CTN
Motor Talk—Fred W. Kline ... CAP
Motor Tips ... OPS
Mountain Moments—K. Maynard Head ... DFS
Mountain Moving Faith—Jim Baker ... PTL
Movie Reviews ... HRS
Movie Views & Reviews—Robert Alan Glover ... LNI
Movies—Richard Freedman ... NHN
Moving Around—Fred W. Kline ... CAP
Movies Of The Week ... TVC
Mr. Abernathy—Ralson Jones & Frank Ridgway ... KFS
Mr. Crabtree ... ITP
Mr. Digwell ... ITP
Mr. Fix ... SF
Mr. Naggy—Jim Croak ... DFS-RGA
Mr. Tweedy—Ned Riddle ... LAT
Murphy's Law—Nick Frising ... AF
Music In Review ... IMN
Music On Record—Homer F. Edwards, Jr. ... LNI
Musings ... SF
Mutt & Jeff—Al Smith ... MCN
My Answer—Billy Graham ... CTN
My Grandma—Donna Scott ... KFS
My Life With Raquel (Welch)—Patric Curtis & John Austin ... HIS
My Success Story ... SCI
Mystery Flashback—Max Haines ... SUN-CWF
Mystery Word Puzzle—Naida Dickson ... DFS

N

Name Game, The—Ken Hecht ... NGC
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Napoleon—Foster Moore ... SM
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National Geographic News Features ... NGS
National Sampler ... UPI
Naturally—Sharon Cadwallader ... CHR
Nature's Kitchen—Mary S. Durkin ... UFS
Neal R. Peirce Column—Neil R. Peirce ... WPW
Needlecraft Pattern Feature—Alice Brooks ... KFS
Needlecraft Pattern Feature—Laura Wheeler ... KFS
Needleplay—Erica Wilson ... CTN
Needles & Pins—Righetti ... SCI
Needlework—Anne Cabot ... NEA
Neil Morgan—Neil Morgan ... CNS
Neil Solomon, M.D., Ph.D.—Dr. Neil Solomon ... LAT
Never Land—Eddie Pipe ... API
New Car Test Reports—Doyle K. Getter ... AUT
New Directions In Design—Vivian Krawitz & Joanne A. Adleberg ... CMF
New Ideas Products ... SA
New Jersey Report—Ross Warren ... GSM
New Scientist/New Society/News Features ... ITP
New York Feature Photography ... PAN
New York News Crossword—Herb Ettenson (Editor) ... CTN
NYT Crossword—Eugene T. Maleska ... NYT
NYT Pictures Photo Service ... NYT-P
News—Robert I. Queen ... PWF
News From N.Y.C. ... PAN
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News-In-Color ... NEA
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News Notes ... EDC
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News Service—J.G. Bumberg ... GNB
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News Visuals ... NEA
Newsfeature ... REU
Newspictures ... UPI-UPIN
Newsweek International Editions Exclusives ... NIES
Newsweek Mini-Bureau ... NIES
Newsweek Photo Service ... NIES
Next Horizons ... CNS
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Nick Thimmesch Column—Nick Thimmesch ... LAT
Nine To Five Woman—Mary Margaret Carberry ... CAB
Nit Wit—Robert Thornton ... THF
No Comment—Vahan Shirvanian ... KFS
Norbert—George Fett ... UFS
Norton Mockridge—Norton Mockridge ... UFS
Nostalgia Notes—Thurlow O. Cannon ... CAN
Note From The Suburbs—Marya Smith ... CMF
Notes, Comments—Staff ... EDC
Notes From Southern California—Samuel P. Levine ... LEV
Notes on Music—W. Sachs Gore ... PTF
Novice Auto Mechanic—A. House ... SCI
Now!—Gene Loyd ... RTS
Now Magazine ... NYT
Now That's Funny! ... EXM
Now You Know ... UPI
Nubbin—James Burnett and Henry Boltinoff ... KFS
Number Game—Ed Jerome ... AF
Numisnotes—W. Sachs Gore ... PTF
Nutrition—Gaynor Maddox ... NEA
Nutrition Cookbook—Philomena Corradeno ... KFS
Nutrition For You—Melinda Saltzberg, R.D., M.D.H. ... IMTS
Nutrition Matters—Bright-See Hope ... TSS
Nutrition Today—Joanne Milkereit ... CMF

O

Observer—Russell Baker ... NYT-NS
Odds & Trends—Suzy Kalter ... NRK
Of All Places—Horace Sutton ... FNS
Of All Things—Phil Gwinn ... CNS
Of Course, A Horse—Don Blazer ... CNS

Of Mice and Men—Tom Milner ... DFS
Off Beat ... SF
Offbeat Diary ... NWS
Off Camera-TV Column ... CAS
Off The Beat—D.L. Stewart ... ASI
Off The Beaten Track—Bernard Gelman ... GEL
Off the Record Page—Ed Reed ... RTS
Off The Wall—Joan Altabe ... DFS
Off The Wall ... MCN
Oh Rat's!—Jerry P. Cardona ... UCS
Old Farmers Almanac ... UFS
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Oliphant—Pat Oliphant ... UPS
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On Human Potential—Claire Huff ... MGF
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O'Malley's Law—Scott Smith ... FET
On Man on Earth—S.P.R. Charter ... FET
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One Woman's Voice—Jane Stern ... PRI
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Op Ed—page of The New York Times ... NYT
Open House—James M. Woodward ... CNS
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Options—Beverly Stephen ... CTN
Ottawa Report—Richard Gwyn ... TSS
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Our Ancestors—Quincy ... SF
Our Boarding House—Les Carroll & Tom McCormick ... NEA
Our Children—Dr. Willard Abraham ... CNS
Our Constitution—David Kapley ... INO
Our Environment—Edward Flattau ... ART
Our Fascinating Earth—Philip Seff/David Baer ... FNS
Our Film Folk—Herbert G. Luft ... JIA
Our Opinion The View From N.Y.C.—Rick Moran ... PAN
Our Schools Today—Monica Wilch Perin ... CMF
Our Times—Smith Hempstone ... HEM
Our Vanishing Liberties—Omar V. Garrison ... SPE
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Our Weekly Page of Comics ... SM
Outcasts—Ben Wicks ... TSS
Outdoor Mini-Tips—Joe E. Buresch ... JEB
Out-Lines—Jingle Davis ... CMF

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Palmer Method—Arnold Palmer ... UFS
Panel Cartoons—Marty Bucella ... DFS
Panel Cartoons—Ford Button ... DFS
Panel Cartoons—Jim Fayer ... DFS
Panel Cartoons—Richard Gerchak ... DFS
Panel Cartoons—Ed McDonnell ... DFS
Panel Cartoons—George D. Willard ... DFS
Paperback Guide—Martin Levin ... APN
Parade of Books—Ralph Hollenbeck ... KFS
Parade Of Homes ... PAR
Parenthood Guidebook—Mrs. J. Strom Thurmond ... EDC
Parents Survival Kit—Helen Bottel ... DDS
Parents Write Us ... CMF
Parody Press—Donna Parker ... API
Party Guide—Fay Sander ... CMF
Parson Jones—Rev. Jones ... MCN
Passport To Everywhere—Ron Butler ... CF
Past 65—Carl Riblet, Jr. ... INO
Pat's Pointers—Pat Trexler ... FNS
Patents Column—Stacy Jones ... NYT-NS
Patterns Party ... KFS
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Paul Conrad Cartoon—Paul Conrad ... LAT
Paul Harvey News—Paul Harvey ... LAT
Paula Royce Graham—Paula Royce Graham ... GPR
Paul Szep—Paul Szep ... UPS
Pavlov—Ted Martin ... UPS
PBS Images ... TVC
PBS in The Spotlight ... TVC
Peanuts—Charles M. Schulz ... UFS
Peavie's Teevie—Andy Peavler ... DFS
Pee-Wee—Jerry Iger ... PF
Pee Wee's Pencil—Joe Rice ... CNS
Penny Thoughts—Michael Fortuna & Jackie Spears ... AF
Penny Wise Traveler—Jane Morse ... KFS
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People Column—Roderick Mann ... LAT
People In The News—M.J. Cahill ... TFS
People Play Games—Aphrodite Jones ... TVC
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People's Pharmacy—Joe Graedon ... KFS
Perkins—John Miles ... RTS
Person to Person—Jane Adams ... CMF
Personal Computing—John C. Dvork ... TAG
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Peter Panic—Lo Linkert ... SCI
Peterson Cartoons—Roy Peterson ... TSS
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Philip Geyelin Column—Philip Geyelin ... WPW
Photo Files/General ... BAS
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Photo Info—Bill Baughman ... BAU
Photo Page ... CNS
Photo Service ... RNS
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Photoday—Martin ... SAW
Photostory ... CMF
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Phyllis Schlafly Column—Phyllis Schlafly ... CNS
Pics Trix—Righetti ... SCI
Picture It—Donald Sutherland ... FET
Picture of Health ... LUI
Picture Show ... APN
Picture This—Monte Nagler ... KAH
Pinup Photos ... GRE
Pisces—Eddy Elia ... CNS
Pixies—Jack Wohl ... UFS
Plant Talk—Righetti ... SCI
Plants in The Home—Elvin McDonald ... KFS
Platter Patter—Jeanne Harrison ... CF
Play Better Golf—With Jack Nicklaus—Jack Nicklaus ... KFS
Playspace—Allen Bragdon ... NYI
Plympton—Bill Plympton ... PLY
Pocket Cartoons—London Daily Mirror ... ITP
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Points on Pets—H. P. Jans D.V.M. ... CNS
Political Cartoon—Arthur A. Henrikson ... HEN
Political Circuit—Robert Healy ... UPS
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Politics Today—Jack Germond & Jules Witcover ... CTN
Polly's Pointers—Polly Cramer ... NEA
Ponytail—Lee Holley ... KFS
Pop—George Kanzler, Jr. ... NHN
Pop Scene Service—Barbara Lewis ... UFS
Popeye—Bud Sagendorf ... KFS
Popular Mechanics ... UPI
Ports of Call ... EDC
Postal Views—Barbara White ... NUM
Postcards—Stan Delaplane ... CHR
Poster—Nicholas Von Hoffman ... KFS
Pot Shots—Ashleigh Brilliant ... CTN
PR Calendar ... WIP
Premier Crossword Puzzle with Cryptoquips—Joe Paquin ... KFS
Pricewatch ... TSS
Prime Time—Ben Templeton & Tom Forman ... CTN
Prime Time—Cy Brickfield ... ARP
Prime Time Tips—Paul Henniger ... LAT
Prince Valiant—Hal Foster ... KPS
Priscilla's Pop—Ed Sullivan ... NEA
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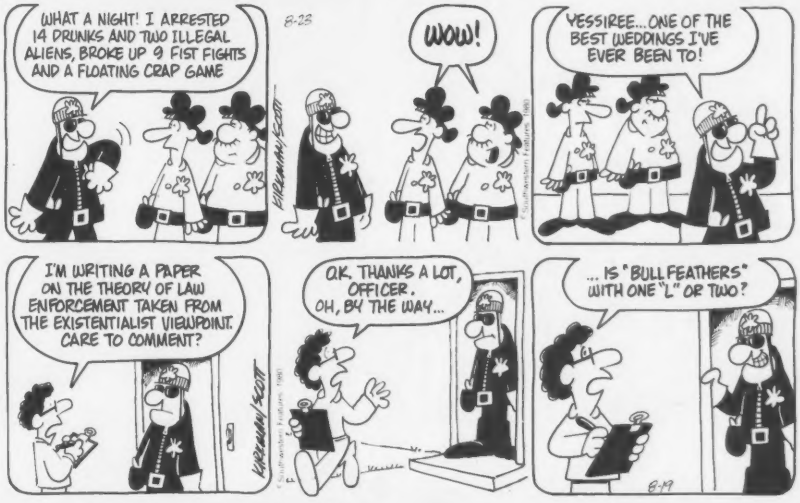

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daily and Sunday strip

Howie
by Randy Glasbergen
daily panel

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by Owen McCarron
Sunday strip

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by Ed Reed
Sunday panel

Perkins
by John Miles
daily strip

The Amazing Spider-Man
by Stan Lee and John Romita
daily and Sunday strip

The Better Half
by Vinson
daily and Sunday panel

The Family Circus
by Bil Keane
daily and Sunday panel

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by Marvel Comics
daily and Sunday strip

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by Don G. Campbell
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by Arthur Darack
1w (photo illustrated)

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by Brian Weiss
1w (illustrated)

Managing Your Money
by Merle E. Dowd
2w

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All-Time Favorite Recipe Column
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Sew Simple
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The Apartment Life Column
by the Editors of Apartment Life Magazine
1w (illustrated, photo-illustrated)

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by Herman Baum
1w (illustrated)

The Mother Earth News
from The Mother Earth News Magazine
1w (illustrated with companion piece)

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by Josephine Lowman
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5w

Words/Words/Words
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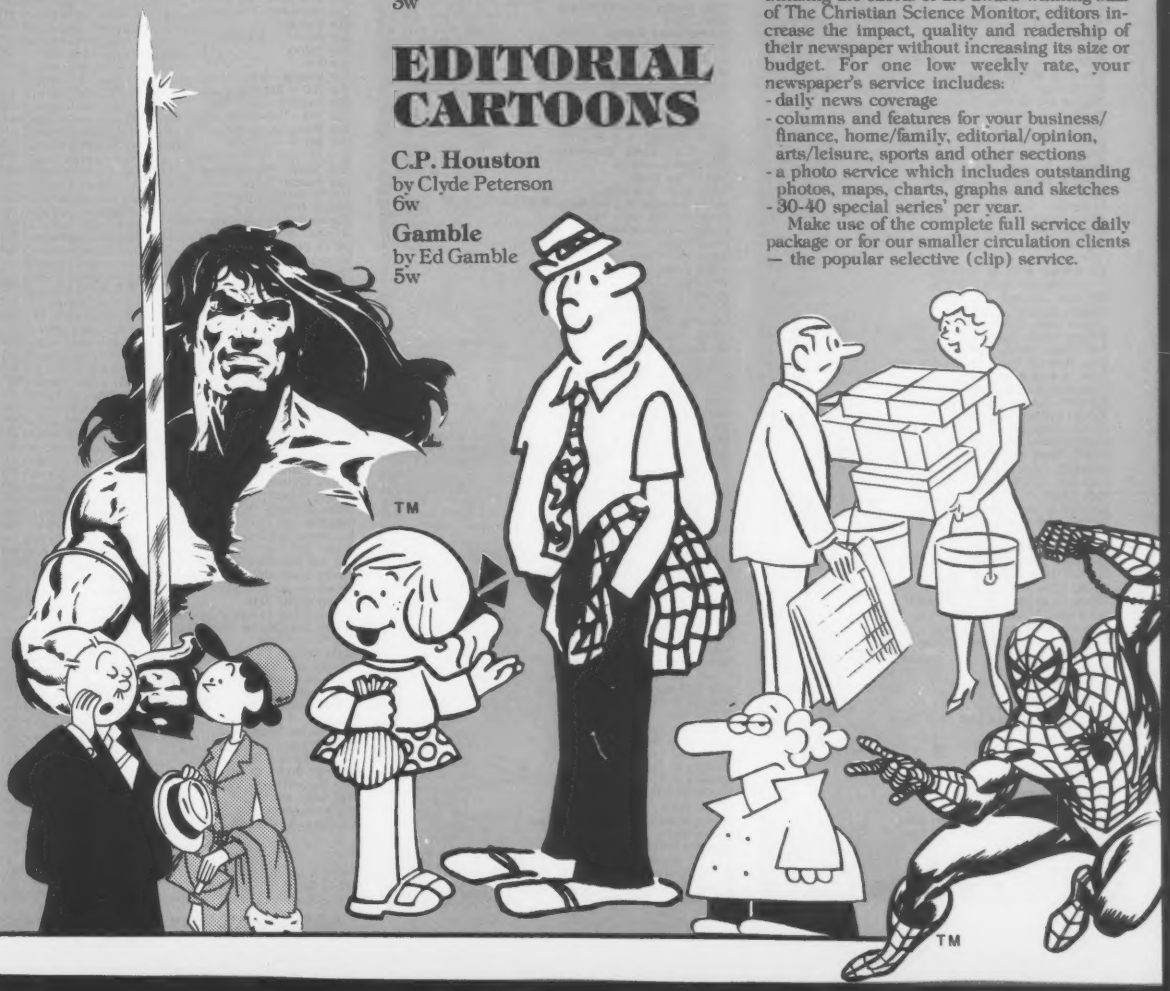

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Questions You've Asked About Travel—Dorothy & Noyes Richey RBN
Quick Gourmet—Yvonne Young Tarr .... LAU
Quincy—Ted Shearer .... KFS
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Quote Acrostics—Barbara Blackwell .... DFS
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Records & Tapes—Joe Roberts .... FET
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Refunding $$$ and Sense—Victoria Hawkins .... MCN
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Religious Drawings—Jack Hamm .... REL
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Reuben—Byron Vaughns .... VEB
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Reviews—Fred Cody .... CMF
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Right To Work News Service—Reed Larson .... NRW
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Rocket Shots—Rod Lavar .... UFS
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Roschkov Cartoons—Vic Roschkov .... TSS
Roscoe Drummond Column—Roscoe Drummond .... LAT
Rough Spots—Fran Davids .... EXM
Rudy—Bob McFerren .... RGA
Rudy Bear—Bob McFerren .... DFS
Rules of Golf—Norman G. Meyers .... MEY
Rural Delivery—Al Smith .... SM
Ruth Gordon, An Open Book—Ruth Gordon .... DDS

S

St. Peters Gate—Pedro R. Moreno .... UCS
Saints and Sinners—George Plagen, ... NEA
Salt Chuck—Chuck Sharman .... HF
Sam and Silo—Jerry Dumas & Mort Walker .... KFS
Samantha Reads Your Stars—Sue Reed .... SF
Sam Norkin—Sam Norkin .... NNB
Sanders—Bill Sanders .... FNS
Sandy—James Unwin .... HPS
Sarah McClendon's Washington—Sarah McClendon .... IPS
Save Time & Money—Ann Frances Dolan .... SF
Say What You See—A. David Kahn .... KAH
Scamp—Walt Disney .... KFS
Schorr—Bill Schorr .... CTN
Science For You—Bob Brown .... LAT
Science in the Service of Man—Waldo T. Boyd .... FET
Science Today—Al Rossiter, Jr. .... UPI
Science Update .... CMF
Science Quiz—F. Treadgold .... SCI
Scientific Topics—Alan N. Queen .... PWF
Scott Report—Paul Scott .... AMW
Scott's World—Vernon Scott .... UPI
Scrabbler-Grams—Judd Hambrick .... UFS
Scramble Steps—Charles J. Brand .... BAS
Scramblr'—Chick Elum .... SLG
Scram—Lets—Clay Pollan .... MCN
Scrawls—S.C. Rawls .... NEA
Scripps-Howard News Service .... UFS
Seaweed—Johnny Sajem .... API
Second Opinion— .... GNB
Second Thoughts—Virginia Shearer .... FET
Secret Agent Corrigan—George Evans .... KFS
Secrets of A Successful Garage Sale—Ryan Petty .... CMF
Seek And Find .... CRO
Seibert On Backgammon—James Seibert .... CNS
Self Defense For Women—E. Farkas .... OPS
Selling Short—Ken Ross & Don Raden .... UPS
Selling To The Government—Porter B. Williamson .... MSC
Senator Soaper—Doug Larson .... UFS
Senior Citizens—Saul Larks .... CAP
Senior Citizen's Corner—Mike Bennett .... CSP
Senior Forum—Beulah Collins .... LAT
Senior Update—Vivienne Bodeau .... SF
Sew Simple—Eunice Farmer .... RTS
Sew What's New—Sandra Kelly .... UPS
Sew With Flair—Sandra Betzina .... CHR
Shambles—Fred Wagner .... FNS
Shroderfield—Jeff Koterba .... DFS
She—Eleanor Lambert .... FNS
Sheinwold On Backgammon—Alfred Sheinwold .... LAT
Sheinwold On Bridge—Alfred Sheinwold .... LAT
Shelby Lyman On Chess—Shelby Lyman .... BCF
Shirley Lord—Shirley Lord .... FNS
Shoe—Jeff MacNelly .... CTN
Shopping Aisle .... TVC
Shopping The World—Rosellen Callahan .... EES
Short Ribs—Frank Hill .... NEA
Shorts & Fillers .... APN
Short Stories—Charlotte Wilkinson .... YFI
Short Takes .... SF
Shorts/Column Closers .... NEA
Show Beat—Dick Kleiner .... NEA
Show Biz—Herb Bridges .... MOR
Show Biz .... KFS
Showcase—Steve Waltz .... TVC
Showtime .... UFS
Shows To Watch—Paul Henniger .... LAT
Shredded Wit—Nonnee Coan .... COA
Shull's Mailbag—R. K. Shull .... IPS
Sid Ascher's World—Sidney Ascher .... ASC
Side Glances—Gil Fox .... NEA
Sign of The Times .... API
Simon Cool—Jerry Breen .... API
Simple Remedies and Preventive Medicine—Agatha M. Thrash SPM
Simply Elegant—Betty Johnson .... CMF
Sindbad—Mahmood Ahmad Qazi .... PAK
Single Again—Evan Diamond .... API
Single File—Susan Dietz .... LAT
Single Parent—Sue Cronkite .... AF
Sixty Plus .... CMF
60 Second Sermons—Fred Dodge .... MM
Sketches—Ben Burroughs .... LAT
Sketching Tips—Joan Altabe .... API
Skiing—Jean Claude Killy .... UFS
Sky Capers—Dr. Joel Shallit .... DFS
Slapstix .... MCN
Slim Gourmet—Barbara Gibbons .... UFS
Small Business—Mark Stevens .... STE
Small Business Taxes—Mark E. Battersby CLI
Small Business Tips—John Dvorak .... TAG
Small Fry Diary—Nonnee Coan .... COA
Small Wonder—Kim Williams .... CMF
Small Chart—Herb Stansbury .... LAT
Smiles .... EDC
Smith Family—Mr. & Mrs. George Smith .... UPS
Snappy Fillers—Carl Zimmerer .... CNS
Snippets .... SF
Soap Opera Scene—Steven H. Scheuer .... KFS
Soccer—USA .... SGC
Soccer—Red Wexler & Larry Sheehan .... KFS
Soccer Articles and Features—David Faries .... FAR
Soccer Shots—Irma Ganz Miller .... SA
Solunar Tables—Mrs. Richard Alden Knight .... RTS
Solve A Crime—C. Gordon .... SCI
Solve-A-Problem—Gordon Trag .... SCI
Sound Country—Doug Davis .... TVC
Sounds—Rob Patterson .... NEA
Soundtrack—Dianne Bennett .... HRS
Sound—Alan Lofft .... TSS
Sounds—Patrick Gilbert .... LNI
Soup to Nonsense—Jane Goodsell .... PAI
Soverign State of Affairs—Boyd .... MOR
Spadea Hair—Paul Hamlin .... SPS
Spanish Crossword Puzzle—Alfaro .... KFS
Spanish Crossword Puzzle—Ramos .... KFS
Speaking of Soaps—Mary Ann Cooper .... TVC
Speaking of Sports .... CNS
Speaking of Your Health—Dr. Lester L. Coleman .... KFS
Special Article—Edward H. Sims .... EDC
Special Diets—June Roth .... ROJ
Special Moments in Sports—Lee Pacini .... FET
Special Series .... NEA
Specialty Books—J.D. Paulus .... MCF
Spin Off—Harold Fuller .... API
Splitsville—Dodson/Bagnski .... LAT
Sport & Recreation—Irma Ganz Miller .... SA
Sport Search—Naida Dickson .... RGA
Sports Calendar .... TVC
Sports Cartoons—Alan Maver .... KFS
Sports Cast—Bob Seizer .... HRS
Sports Search—Leo White .... WHI
Sports Photos From N.Y. .... PAN
Sport-Spots—Brook Slover .... RGA
Sportoons—Cliff Johnson .... RGA-DFS
SportSearch .... DFS
Sports File .... TVC
Sports Flashback—Clifton H. Murtin .... MUR
Sports-Focus—Murray Olderman .... NEA
Sports From The Pressbox—Red Lakeland .... MCN
Sports Hot Line—Mickey Herskowitz and Steve Perkins .... UPS
Sports I.Q. .... TVC
Sportsman's Digest—Hal Sharp .... LAT
Sportsman's World—Buck Russell .... DFS
Sportsmedicine—Gabe Mirkin, M.D. .... NYT
Sports Medicine—Lee Raskin .... FET
Sports Of The Times—Dave Anderson .... NYT-NS
Sports Of The Times—Red Smith .... NYT-NS
Sports . . . Postpaid—Irma Ganz Miller .... SA
Sports Probe .... TVC
Sports Profile .... TVC
Sports Profile For The Week .... TVC
Sports Quiz-Cross—Al Power .... YPI
Sports Scene—Lee James .... SA
Sports Scene—Jimmy McDonald .... MCF
Sportshots—Mickey Charles & Wally Neibart .... UFS
Sports Special—John Jarvis .... CSP
Sport Spot—Al Rainovic .... RGA-DES
Sports Unlimited .... CNS
Sports View .... SF
Sportsword .... MCN
Sportsworld—A. R. Rainovic .... DFS
Spring Fashions .... FA
Spring Home Furnishings .... FA
Squeegee—Ken Muse .... CMF
Squiggles—Grace Lee Richardson .... DFS
Stamping Grounds—Joseph Zollman .... FET
Stamp News From America—Julius Weiss .... WEI
Stamps—Joseph Zollman .... STA
Stamps—Samuele Tower .... NYT
Stamps—Leah Blauvelt .... CNS
Stamps & Stories—Stanley James .... EDC
Stanislaus—Dan Nevins .... DFS
Stan Smith's Tennis Class—Stan Smith .... KFS
Stardust .... TVC
Star Bios .... MCN
Star Gazer .... TVC
Star Gazing—Robert E. Allen .... STG
Star Gazer—Clay Pollan .... MCN
Star Hawks—Gil Kane & Archie Goodwin .... UFS
Star Interviews—June Finletter .... SCI
Star Portrait .... CSP
Starscope—Clare Annswell .... SM
Star Search .... WHI
Starship .... TSS
Star Stanzas—Selma Glasser .... GLA
Star Tested Recipes .... TSS
Star Tracking—Jeanne Avery .... FNS
Star Trek—Thomas Warkentin .... LAT
Star Wars—Russ Manning .... LAT
Star Watch—Jay Michael .... CNS
Stay Fit—Herb Weinberg, Ph.D. .... APN
Stay Young!—Michelle McGarrett .... RBN
Stay Younger Longer—Lelord Kordel .... SPE
Staying Ahead—Jane Bryant Quinn .... WPW
Staying Alive—Jerry Shields .... API
Staying Healthy—Dr. Clark Hankey .... MCF
Stayskal—Wayne Stayskal .... CTN
Stein's Cartoons—Ed Stein .... NEA
Steve Canyon—Milt Caniff .... FNS-KNS
Steve Ellingson—Steve Ellingson .... UB
Steve Roper—William Overgard & Allen & John Saunders .... FNS
Stichin' Time (Knitting)—Judy Love .... NEA
Stichin' Time (Sewing)—Joanne Schreiber .... NEA
Stitching Witchery—Betty W. Kinser .... CNS
Stock Charts .... UPIN
Stock of The Week (Electronic Evaluator) .... CTN
Stoker The Broker—Henry Boltinoff .... MCN
Stop Killing Yourself—Peter Steincrohn, M.D. .... MCN
Storiettes—A.P.S. Sweet .... API
Story Of A Stroke—Robert Jiminez .... CMF
Straight Talk—Tom Anderson .... AMW
Straight Talk to Teens—Sue Brown .... FET
Strange Destinies (Occult)—J. Mackin .... SCI
Strength For The Day—Elisha Douglas .... CF
Strictly Business—Dale McFeatters .... FNS
Strictly Classical—King Durkee .... CNS
Strictly Personal—Sydney J. Harris .... FNS
Styles of Loving—Marcia Lasswell & Norman Lobsenz .... DDS
Suburbia—Don Raden .... SF
Successful Investing—David R. Sargent .... LAT
Sugar—Robert Gill .... NFS
Sum and Substance—Rev. John B. Sheerin, C.S.P. .... NCF
Sunday Crossword—Chet Currier .... APN
Sunday Laughs Male Cartoons—Paul Swede .... SCI
Sunday Puzzle Page .... UFS
Sunday School Lesson—Elisha Douglas .... CF
Sunday Stock Market Chart (Long Term Trend)—
Charles E. Carden .... STO
Super Handyman—Al Carrell .... KFS
Superheroes—Lefitt/Tuska/Colletta .... CTN
Superscene—Steve Kahn .... NYT
Super Psychic—David Hoy .... SF
Sunday Specials—Various .... WWS
Sunspots—Bruce Robinson .... BFS
Supermarket Shopper—Martin Sloane .... UFS
Supershopper—Jan Leasure .... CMF
Supershopping—Rhonda Maxwell .... SUN-CWF
Surviving Breast Cancer—Jane Cowles, Ph.D. .... CMF
Suzy Chapsticks Sports—Suzy Chaffee .... NNB
Suzy Says—Aileen Mehle .... CTN
Sylvia—Nicolle Hollander .... SUN-CWF
Synapses—K. Walker .... CMF

T

Taking It Lightly—Gerald Leibowitz .... CMF
Taking Stock—Bill Myers .... IDL
Taking The Mystery Out Of Cancer—Bee Smart .... SUN

Talking About TV ... TVC
Talking Point ... REU
Tank McNamara—Jeff Millar/Bill Hinds ... UNP
Tarzan—Edgar Rice Burroughs ... UFS
Tasty Tales—Charles Rehns ... REH
Tax Tips—Mark Stevens ... STE
Taylor Jones Caricatures—Taylor Jones ... LAT
Teacher Feature (Newspaper As The Textbook)—Jackie Kohn ... TEF
Teacher Says—Eleanor Jacoby ... API
Teenage Corner—Ellie & David ... TEE
Teenage Driving Tips—Jane Sherrod ... SCI
Teen Age Mail—Dorothy Ricker ... RIC
Teen-Agers Say—Lester Rand ... YOU
Teenage Travel—Todd Lewis ... JPS
Teen Forum—Jean Adams ... UFS
Teen Scene—Ben Corey ... HAR
Teen Squawk—April Anastasi ... ASC
Tee Vee Laff ... SF
Tele-Log Grids ... UFS
Tele-Log Local Listings ... UFS
Tele-Log Rolling Logs ... UFS
Tele-Log TV Features ... TEL
Tele-Log TV Grids ... TEL
Tele-Log TV Local Listings ... TEL
Tele-Log TV Rolling Logs ... TEL
Tele-Trivia ... MCN
Televersions ... TAP
Televisage—Don Burchett ... CRO
TeleVisions—Richard Hack ... HRS
Television In Review—Joan Hanauer ... UPI
Teleword—Julie Quart ... UPS
Tell Me Why—A. Leokum ... UPS
Terse Verse—Gordon ... OPS
Test Your Horse Sense—Chester Allen Marshall ... CTN
Test Yourself—Jane Sherrod Singer ... SCI
Tex Benson—C. Roblin ... SCI
That's Entertainment—Bill Murray ... MFS
That's Entertainment—Harriet Polt ... CMF
That's Life—Buddy Basch ... BAS
That's Life—Cliff Johnson ... RGA
The Aces—Ira G. Corn, Jr. ... UFS
The Amazing Spider-Man—Stan Lee & John Romita ... RTS
The Apartment Life Column ... RTS
The Arts—Robert Fulford ... TSS
The Art Collector/Investor—Dr. Gerald Schneider ... API
The Best and The Wittiest—
Basset/Brookins/DeOre/Gorrell/Judge/Keefe ... FNS
The Best of The Week ... AMW
The Best Years—Sidney Ascher ... ASC
The Better Half—Vinnie Vinson ... RTS
The Bible Speaks—Rev. W. Althouse ... CSP
The Bike Shop ... MCN
The Billion Dollar Game—Ken Richardson ... CMF
The Bob Harmon Forecast—Bob Harmon ... HFF
The Bosleys—John Stees ... UFS
The Bottom Line—Antoinette Bosco ... NCF
The Bottom Line—S. Gale Denley ... BOT
The Bottom Ten—Steve Harvey ... UPS
The Boy Who Dared To Rock: Elvis—Paul Lichter ... DDS
The Butcher—Merle Ellis ... CHR
The Calorie Conscious Cook—Dee Payne ... FET
The Cancer Connection—Larry Agran ... CMF
The Cartoon Kitchen—Larry Gonick ... WCS
The Chefs Kitchen—Chef William Lord ... CHK
The Children's Doctor Answers Your Questions—
Dr. Lendon H. Smith ... EXM
The Christian Science Monitor News and Photo Service ... RTS
The Coin Box—Norman M. Davis, NLG ... NMD
The Coin Box—Gary Palmer ... CNS
The Conservative Advocate—William Rusher ... UPS
The Consumer Wants To Know—Samuel P. Levine ... LEV
The Country Parson—Frank Clark ... SM-RTS
The Daily Crossword—Herb Ettenson, Editor ... CTN
The Dentist ... JDL
The DES Odyssey of Pat Cody—Dorothy Bryant ... CMF
The Dick Maurice Column—Dick Maurice ... CNS
The Dividing Line—Patrick J. Buchanan ... CTN
The Doctor Game—W. Gifford-Jones, M.D. ... FET
The Dropouts—Howard Post ... UFS
The Ear—Diana McLellan ... UPS
The Economy Today—Herbert Stein ... UFS
The Energy Workbook—Patrick Porter ... DFS
The Family Circus—Bil Keane ... RTS
The Family Forum ... TVC
The Farmer On Capitol Hill—Walter Riley ... DAT
The Far Side—Gary Larson ... CHR
The Fearless Spectator—Charles McCabe ... CHR
The Flip Family—George O. Swanson ... KFS
The Formula—Dr. Ed Nigh & Stark Research Corp. ... UPS
The French Disconnection—Judith Ringle ... CMF
The Friendly Giver—W. Karling ... PAN
The Gas Pump ... CSP
The Grape Press—Righetti ... SCI
The Gray Dispatch—T.E. Dillon ... DFS
The Great Life—George Chnsty ... HRS
The Green Thumb—George Abraham & Katherine Abraham ... TGT
The Hawk—Rod Maxwell ... PF
The Heart of Juliet Jones—Stan Drake ... KFS
The High Road to Business—Charles Rehns ... REH
The House Doctor—Herman Baum ... RTS
The Human Angle—Marilyn Elias ... CRO
The Incredible Hulk—Stan Lee & Larry Leiber ... RTS
The Innocent Bystander—Art Hoppe ... CHR
The Jewish Future—Alan Caruba ... INP
The Katz Meow—Harry Jay Katz ... NNB
The Katzenjammer Kids—Mike Senich ... KFS
The Kids—Joe E. Buresch ... JEB
The L.A. Times Board of Economists ... LAT
The Last Hero: A Biography of Gary Cooper—Larry Swindell ... DDS
The Law Brief—Martin J. Ross ... LAW
The Law Clinic—Martin J. Ross ... LAW
The Lawyer Says—Kenneth Richey ... RBN
The Leisure Craftsman—Phyllis Fiarotta ... KFS
The Lewis Grizzard Column—Lewis Grizzard ... RTS
The Lighter Side—Dick West ... UPI
The Little Man—Ray Salmon ... SAL
The Lockhorns—William Hoest ... KFS
The Look Of Success—Ira B. Miller ... CMF
The Looking Glass—Ed Wojcicki ... LOG
The Market Basket ... CSP

The Market Day By Day—(Short Term Trend)—
Chart by Carden ... STO
The Mini Page—Betty Debnam ... UPS
The Mother Earth News ... RTS
The Nation's Health—Philip Lee, M.D. ... CBN
The Nation's Housing—Kenneth Harney ... WPW
The Neutrons—Stan Meraitakis ... MRT
The New Republic ... FNS
The Northern Perspective—Michael J. McManus ... MCM
The Observer Crossword Puzzle—Charles Preston ... RTS
The Other Side—Marie Milliard ... RBN
The Other Side of Coin—Edward R. Church ... API
The People Page ... NEA
The Pet Parade—William Patterson ... PET
The Pet Set—Doug & Jean Borgstedt ... BOR
The Phantom—Lee Falk and Seymour Barry ... KFS
The Philatelic Journalist—Gustav Detjen, Jr. ... DET
The Phoenix Nest—Marvin Levin ... APN
The Practical Investor—Eric Schaefer ... SCE
The Presidency—Eugene Risher ... NHN
The Private Eye—Dave Handler ... NEA
The Recipe Clinic—Judy Gorman ... REC
The Rest of the Story—Paul Harvey ... LAT
The Refinishing School—Stephen Morse ... CMF
The Reviewer ... API
The Riddle People—Vernon Waring ... DFS
The Runner ... NYT
The RV Trail—V. Lee Oertle ... IPS
The Ryatts—Jack Elrod ... FNS
The Scene—Robert Edward Curtis ... GSM
The Self-Value Key—Joseph A. Schackelman ... HSA
The Silver Screen—William Margold ... FET
The Small Society—Morrie Brickman ... KFS-WSS
The Soaps ... CAS
The Soaps—Joan Altabe ... DFS
The Sons Of Liberty—Richard Lynn ... LYN
The Spacers—Emil Abrahamian ... API
The Sports File—Emil Abrahamian ... API
The Sporting Life—Ben Templeton & Tom Forman ... CTN
The Sporty Ones—Court Alderson ... SM
The Steam Room—Bud Furillo ... IPS
The Steering Column—Bob Cutter ... THG
The Sunday Box ... CMF
The Sunday Crossword—Herb Ettenson, Editor ... CTN
The Teaching Pro (Tennis)—Don Leary ... LAT
The Teen Scene ... TVC
The Tiny Times—Brint Schorer, Jr. ... TIM
The Traveling Consumer—Sylvia Cronin ... CFS
The Traveler's World—Paul J. C. Friedlander ... TTW
The Traveling Woman—Dena Kaye & Susan Pert ... DDS
The Treasure Chest—Alan S. Feinstein ... DFS
The Unsportsman—Rus Bucholz ... DFS
The U.S. and You—William Steit ... NEA
The View From the Top—Milton Rockmore ... ROC
The Visual Image—Michael Anthony ... JAR
The Wagman File—Bob Wagman ... UFS
The Weather And You—Carl Riblet, Jr. ... IND
The Week Ahead Movies ... TVC
The Week in Religion ... RNS
The Wheel People—Thomas Crompton ... CMF
The Whole Cheese—George Kovatch & Bob Wiskotzil ... CHR
The Wibberly Papers—Leonard Wibberly ... CHR
The Wine Rack—Bianca St. John ... MCN
The Wizarad Of Id—Brant Parker/John Hart ... FNS
The Women—Teri ... ARU
The Wonderful World of Animals—Frank Miller, D.V.M. ... CHR
The Wonderful World of Animals—Frank Miller ... KFS
The Word of God ... PRB
The Working Man—Delon Edwards ... RGA
The World of Money—Susan Cherry ... DFS
The World Through The Eyes of A Psychic—Sylvia Brown ... API
The Worry Clinic—Dr. George W. Crane ... HPS
The Yardstick—Msgr. George G. Higgins ... NCF
The Years Ahead ... TVC
The Youthful Viewpoint—Lester Rand ... YOU
Theatre World—Glenne Currie ... UPI
Theme Song—Steven P. Freedman ... TSE
There Oughta be a Law—Warren Whipple & Frank Borth ... UFS
These Days—John Chamberlain ... KFS
They'll Do It Everytime—Dob Dunn & Al Scaduto ... KFS
Things—Mrv Schaff ... SCH
Things That Matter—Lucien Coleman ... DFS
Things Your Mother Never Taught You—Jim Rertz ... UPS
Think Spot 3-in-1 Puzzle ... AF
Think You Know Sports—John Langton ... TVC
Think You Know Movies—John Langton ... TVC
Think You Know TV—John Langton ... TVC
Thinking Slim—Jean Nidetch ... SF
13-Week-Mini-Series ... NEA
This Day in History—Ralph Hollenbeck ... KFS
This Funny World ... MCN
This Is Sport—Court Alderson ... SM
This 'n That—Barbara Allison ... SF
This Week in Astrology—Bernice Bede Osol ... NEA
Those Browns—Bill Murray ... MFS
Those Were The Days—Art Beeman ... SM
Thought For Food ... CSP
Thought For The Day—Gary L. Christensen ... UQ
Thoughts ... NEA
Thoughts Of Man—William Summers and Jim Ivey ... CTN
3 Quizzes ... EDC
Through The Lens—Holt Confer ... CNS
Through The Looking Glass ... NPS
Tiffany—Larry Pye ... DFS
Tiger—Bud Blake ... KFS
Tiger's Beat ... KFS
Tigo Puzzles ... WAR
Tim Tyler's Luck—Lyman & Bob Young ... KFS
Time Auto Tips ... MCN
Time For Action—Marv. Arthur ... ARU
Time Of Your Life—Jack Smith ... UFS
Time Out—Jeff Keate ... FNS
Timeless Tidbits ... AMW
Timely Book Serializations ... LAT
Tip Off—The Rip Off—Sylvia Cronin ... CFS
Tips For Trips—Rosellen Callahan ... EES
Tips From the Tour—Arnold Palmer ... UFS
Tips on Tables—Bob Dana ... NEW
To Be Equal—Vernon Jordan, Jr. ... CNS
Today In New York—Ray Wilson ... NEW

Today Is The Day ... iTP
Today's Chuckle—Beulah Collins ... LAT
Today's Compact Living ... RTS
Today's Crossword ... UFS
Today's Medicine—Michael J. Haiberstram, M.D. ... NYT
Today's Sports Parade—Mitton Richman ... UPI
Today's Teens—Lester Rand ... YOU
Today's Woman in Today's World—Dorothy Richey &
Patricia Bosch ... RBN
Today's World—David Brown ... KFS
Tom Braden Report—Tom Braden ... LAT
Tom Teepen Commentary—Tom Teepen ... ASI
Tom Tiede/National Correspondent—Tom Tiede ... NEA
Tongue Twisters ... SCI
Tony Auth Cartoons—Tony Auth ... WPW
Topical Fillers ... CNS
Topical Sets of Quotations—Humorous—Gary L. Christensen ... UQ
Topical Sets of Quotations—Religious—Gary L. Christensen ... UQ
Topical Sets of Quotations—Self-Improvement—
Gary L. Christensen ... UQ
Toronto Star News Service ... TSS
Toronto Star Photo Service ... TSS
Touchdown Contest-Games Inc. ... API
To Your Good Health/Body Action—Dr. Paul E. Ruble ... FNS
Travel—Murray J. Brown ... UPI
Travel—John Pinkerman ... NWS
Travel—Joel Steed ... NHN
Travel Along—The Bascomes ... BA
Travel & Transportation ... IMN
Travel Box ... NYT
Travel Facts—Landt & Lisl Dennis ... TRF
Travel Line ... TVC
Travel Log—Dave Goodwin ... GWN
Travel News & Notes—George G. White, Sr. ... FEA
Travel Photography—Jean Irvine ... MIL
***Travel Smart**—Herbert Teison ... CMF
Travel Trove—Steven Freedman ... TSE
Travel Whirl—Buddy Basch ... BAS
Traveling With Bob & Sandy Nesoff—Bob & Sandy Nesoff ... GSM
Travel With Hermes—Ray Wilson ... NEW
Travels With Farley—Phil Farley ... CHR
Traveler's Quest—Donald Lyons ... API
Treasury Of Classic Tales—Walt Disney ... KFS
Triggers Of Thought—Gary L. Christensen ... UQ
Trim's Arena—Hal Trim ... UPS
Trip Tips—Marie Mattson ... MAT
Trivia ... CSP
Trivia I.Q.—Paul Steiner ... CF
Trivia Quiz—Dan Carlinsky ... CAR
Trivia Quiz—Donald Saltz ... QUF
Trixie The Trader ... SM
Trudy—Jerry C. Marcus ... KFS
Trudy Engel in Washington, D.C.—Gertrude Engel ... LNI
Trying Retiring—Wilma Willis Gore ... CMF
Tune-In—Roberta Ashley ... SPS
Tune In Tomorrow—Jon-Michael Reed ... UFS
Tutankhamum—Adam Kovacs ... ASD
Tutor-Toons—Johnny Sajem ... TWN
TV Booklets ... TVW
TV Color Front Cover Photo ... TVC
TV Commentary—Bente Christensen ... EDC
TV Compulog Local Listings ... TVC
TV Crosswords ... UFS
TV Data Local Listings ... TVD-UFS
TV Data Grids ... TVD-UFS
TV Data Rolling Logs ... TVD-UFS
TV Features ... TVC
TV From A Woman's View Point—Marcia Michels ... AMF
TV IQ ... TVC
TV Key Previews, Mailbag, Movie Reviews
—Steven H. Scheuer ... KFS
TV Listings ... TVC
TV Mailbag ... TAP
TV Magazine ... TAP
TV Mail Bag ... TVC
TV Mailbag—Thom Mead ... CNS
TV Mailbag Question & Answer ... CAS
TV Movies ... TVC
TV Parade—Joan Crosby ... SF
TV Personality (Profile) ... TVC
TV Photos ... TVC
TV Photo Service ... UFS
TV Previews ... UFS
TV Potpourri—Naida Dickson ... CAS
TV Potpourri Puzzle—Naida Dickson ... DFS
Tv Printed Supplements ... TVC
TV Profile—Vernon Scott ... UPI
TV Puzzle ... TVC
TV Review ... CAS
TV Reviews—Gail Williams ... HRS
TV Scout ... UFS
TV Scout: Inside—Dan Lewis ... UFS
TV Scout Reports ... UFS
TV Scout Sketches—Dick Kleiner ... UFS
TV Scramblewords—G.A. Bennett ... DFS
TV Starscramble ... WHI
TV Starscreen Puzzle—Al Kilgore ... UFS
TV Supplements ... TVW
TV Teaser ... UFS
TV-The Family Viewpoint ... TVC
TV Timeline Gossip Column ... CAS
TV Time/TV Day Feature Service ... CAS
TV Time/TV Day Magazine Service ... CAS
TV Tonight—Bernie Harrison ... UPS
TV Week Ahead ... TVC
Tween 12 and 20—Dr. Robert Wallace ... CNS
Twitch—Howard Rands ... SM
Two Heads—David & Jane Alexander ... API
Two-Minute Mysteries—Donald J. Sobol ... TM
2100 A.D.—Joan Altabe ... DFS

U

Uncle Art's Funland—Art Nugent ... UFS
Uncle Ray's Column—Ramon Coffman ... FNS
Uncommon Conversations—Philip Noble ... UPS
Uncommon Quotations—Gary Christensen ... DFS
Under Twenty—Kurt Lassen ... CF
Understanding Business & Economics—Professor Jon G. Udell ... ANS

TITLES OF BY-LINED FEATURES

Understanding People—John Gibson ... LAT
Unipix ... UPIN
Unlikely Letters—Bernard Williams ... SM
U-Nutty Nations—Tom Kukic ... API
Up The Greenhouse—Jackie Kohn ... TEF
Uri Geller Column—Uri Geller ... MCN
US Magazine ... NYT
US News And World Report ... NYT

V

Various Titles ... CNS
Various Titles—Jack Murphy ... CNS
Various Titles—Dan Carlinsky ... CAR
Various Titles—Don Bauder ... CNS
Various Titles—Philip Sousa ... CNS
Vegetarian Cooking—Clare Barrett ... NAT
Venice L. Holmes Column—Venice L. Holmes ... HOL
Victor Wilson Column—Victor Wilson ... NHN
Video—Everyday ... DIC
Video—Everyweek ... DIC
Video Vignettes—Marcia Michels ... AMF
Viewers Voice ... TVC
Viewing Public PBS Column ... CAS
Viewpoint—Marian Buett. Ph.D. ... CMF
Village Square—Chuck Stiles ... SM
VIP Medical Grapevine—Ruth Nathan Anderson ... VMG
Virginia Payette—Virginia Payette ... UFS
Visage—Don Burchett ... CRO
Visible Woman—Janet Lowe ... CNS
Visit The World, Afoot—Tom Kostrzewa ... DFS
Voice From The Woods—Walter Gormly ... GRM
Voice of Broadway—Jack O'Brien ... KFS
Von Mabels' Backpacking—Sheridan Anderson ... RIP

W

Walking Around—Sidney Du Broff ... GPL
Wallflowers ... SF
Washington Calling—Marquis Childs ... UFS
Washington Insider ... API
Washington Insight—Joseph Kraft ... FNS
Washington Journal ... CNS
Washington Merry-Go-Round—Jack Anderson ... UFS
Washington Notes ... EDC
Washington Report—Bogdan Kipling ... TSS
Washington Siren—Cyrene Dear ... DPR
Washington Wash ... AMW
Washington Welter—Jesse H. Merrell ... MER
Washington Whirl—Karen Feld ... FET
Washington Window ... PAI
Watch Your Language—Lydel Sims ... CF
Watch This Space—Judy Hill ... UPS
We Americans—Richard Crowald ... UPI
We Want A Child!—Robin Dimtar ... CMF
Weather Maps & Forecast ... UPIN
Webster Classics—H. T. Webster ... SM
Wee Pals—Morrie Turner ... UFS
Week Ahead Specials ... TVC
Weekend Adventures—Carole Terwiliger Meyers ... COP
Weekend Chuckle—Beulah Collins ... LAT
Weekend Crossword ... CSP
Weekly Biorhythms—Ken Michaels ... SUN-CWF
Weekly Crossword—Mike Shenk ... EXM
Weekly Horoscope—Clay Pollan ... MCN
Weekly Program Photo Highlights ... TVC
Weekly Short Story—Sidney DuBroff ... GPL
Weekly Special—Jack Anderson ... UFS
Week's Best Viewing, Preview Column ... CAS
Westell's Canadian Report—Anthony Westell ... TSS
What About Drinking—Francis M. Seeger ... DFS-DMS
Whatever Happened To—Buddy Basch ... BAS
What Life Has Taught Me ... SCI
What Next—Paul Hamlin ... SPS
What Only A Mother Can Tell You—K.C. Cole ... DDS
What The Schools Teach Our Daughters ... CMF
What You've Got Coming in Social Security & Medicare—William Steif ... NEA
What's Bugging You—Loretta Long ... FNS
What's IN in Interiors—Nancy Roebuck ... DFS
What's in Store—Joan Watson ... TSS
What's New ... CSP
What's On Television ... UPI
What's The Law—Jack Strauss ... UFS
What's Up ... NEA
What's Your Verdict—Paul Levine J.D. ... CNS
Wheels ... UPS
Wheels—Ray Hite ... ECS
Where You Live—Righetti ... SCI
Wizzword ... CWF-SUN
Who'll Care For The Children? ... CMF
Who Was That Lady? ... MCN
Who's on First??—William Kauffman ... FET
Why Be Bored?—Lilian Taylor ... TAY
Why Grow Old?—Josephine Lowman ... RTS
Wiggly-Word Puzzle—N. Dickson ... DFS
Wilderness Wisdom—Wayne Calloway ... MAL
Wild, Wild World ... CMF
Will Rogers Says—Bryan Sterling ... RTS
William Raspberry Column—William Raspberry ... WPW
Willoughby on Religion—William F. Willoughby ... RET
Window on Religion—John Jenkins ... RET
Wine & Dine—Robert Jay Misch ... CF
Wine Connoisseur—Robert Lawrence Balzer ... LAT
Wine on the Table—William Clifford ... WOT
Wine Primer—Mark Pugner ... TAG
Winetaster's Choice —Harold Bearak ... WTC
Winnie the Pooh—Walt Disney ... KFS
Winnie Winkle—Max Bibber and Henry Raduta ... CTN
Winning Ways—Charles Rehns ... REH
Wintrop—Dick Cavalli ... NEA
Wish I'd Said That—Adrian Noskiddle ... DFS
Wishing Well ... KFS
Wisdom In The Street—Charles Rehns ... REH
Wizzword ... SUN
Women And Work ... CMF
Women At Work ... CMF
Women At Work—Marlies Wolf & Joy Singer ... FET
Woman's World—Patricia McCormack ... UPI
Woman's World ... TVC
Women's Way To Travel—Rosellen Callahan ... EES
Wonderword—Jo Ouellet ... UPS
Word-A-Day—Mickey Bach ... FNS
Word Cage Puzzle—Tracy St. John ... SF
Word Game—Bill Murray ... MFS
Word Game—Kathleen Saxe ... UFS
Wordplay ... KFS
Word Sleuth ... KFS
Word-Wise—Jack Drummey ... CMF
Words & Meanings—Dot Coates ... SM
Words, Wit & Wisdom—William & Mary Morris ... UFS
Words, Words, Words—Michael Gartner ... RTS
Wordy Gurdy—Tricky Ricky ... UFS
Working Woman—Niki Scott ... UPS
World Almanac Questions & Answers ... NEA
World Heritage—Nicholas Liacakos ... MCF
World in Focus, The—William R. Frye ... FRY
World News Summary ... UPI
World of Books—Miskrit Tokada ... RBN
World Of Coins—Barbara White ... NUM
World of Music—Robin Welles ... CNS
World of Stereo—Tom Krehbiel ... WCM
World Press Reprints ... WPR
World Spotlight—Don Kampel ... ARU
World Wide Travel Advice—Paige Palmer ... FAS
Would You Believe . . .?—Fred Philcox ... CDF
Would You Believe? ... MCN
Wright Angles—Larry Wright ... UFS
Write On—Virgil Pinkley ... CNS

X

Xmas Stories ... SCI

Y

Yard Yarns—Righetti ... SCI
Year in Religion ... RNS
Yesterday's Stars Today—Nancy Anderson ... CNS
Yogi Bear—Hanna-Barbera Productions ... MCN
You And Your Car ... TVC
You And Your Money—Judith G. Rhoades ... CNS
You And Yours ... OPS
You Are What You Wear—William Thourlby ... UPS
You In The Church, The Church In You—G.W. Lindsay ... WIL
You Can Fix It—Walter Trag ... SCI
You Know It's Gonna Be A Bad Day When: ... NFS
You Know You Love Them When— ... SCH
You Said It! ... AMW
You, Your Child And Entertainment—David Nydick ... DAN
You, Your Child And School—David Nydick ... DAN
You, Your Child And Sports—David Nydick ... DAN
Young And Healthy Always—Dr. Frank Falkner ... LAT
Young Hobby Club—Cappy Dick ... FNS
Young Ideas—Dick Young ... CTN
Young Original ... NEA
Young World—Tom Lennon ... NCF
Your Auto And You—Doyle K. Getter ... AUT
Your Birthday—Stella Wilder ... UFS
Your Car—Eugene Milmoe ... LAT
Your Car—Ray Stapley ... TSS
Your Car and You—F. Treadgold ... OPS
Your Cooking ... SF
Your Family Decorator—Carleton Varney ... FNS
Your Fashion Image—Charlotte Wilkinson ... YEI
Your Getting Closer—Patte Wheat & Dale Hale ... KFS
Your Handwriting Tells—Dorothy St. John Jackson ... CNS
Your Health Matters—Dr. Francis W. Parnell ... FET
Your Home—Carolyn S. Murray ... LAT
Your Home—Build And Improve—John D. Bloodgood & Augustus Suglia ... KFS
Your Horoscope Forecast—Dolores Pyle ... PYL
Your Horoscope Guide—Gina ... CNS
Your Individual Horoscope—Frances Drake ... KFS
Your Job/Your Career—Leonard Corwen ... DFS
Your Life And Mine—Phyllis Mitchell ... MIT
Your Lucky Stars—Diana Dee ... DFS
Your Medicare—Eugene Miller ... MLN
Your Medicine Chest ... CMF
Your Money—Pat Fellows ... TSS
Your Money's Worth—Sylvia Porter ... FNS
Your Own Business—Michael Donahue ... EJN
Your Personal Biorhythm—Bernie Gittelson ... UPS
Your Photos—Albert Moldvay ... LAT
Your Prescriptions—John Brennan ... LAT
Your Social Security ... CNS
Your Stars This Week—Stella Wilder ... UFS
Your Week Ahead Horoscope—Florence Cotter ... CSP
You're Putting Me On—Paula Royce Graham ... GPR
You're The Detective—Righetti ... SCI
You're Sew Right—Dale Cavanagh ... SPS
Youth and the Law—Norman Elliot Kent ... SPI
Youth Clinic ... TSS
Youth On The Go—Randy Mink ... MIK
Youth Parade—Reba & Bonnie Churchill ... CAI

Z

Zane Grey's Best Short Stories & Books ... OPS
Zanies Cartoons—J. Maddox ... SCI
Zany Crossword—Naida Dickson ... RGA-DES
Zeriods—Aryha Holuber ... DFS
Ziggy—Tom Wilson ... UPS
Zig-Zag—Steve Ryan ... CNS
Zippy the Pinhead—Bill Griffith ... RIP

SYNDICATED FEATURES LISTED BY AUTHORS, ARTISTS

A

Abraham, George & Katherine—Green Thumb Question Box ... TGT
Abraham, George & Katherine—The Green Thumb ... TGT
Abraham, Dr. Willard—Our Children ... CNS
Abrahamian, E.V.—Sports File ... API
Abrahamian, Emil—The Spacers ... API
Adams, Anne—*Dress Pattern Features ... KFS
Adams, Jane—Person To Person ... CMF
Adams, Jean—Teen Forum ... UFS
Adams, Robert X.—Book Reviews ... FEA
Adams, Sally & Jim—Get Your $ Worth ... MCN
Addis, Don—Briny Deep ... UFS
Adilman, Sid—Eye on Entertainment Canadian ... TSS
Adleberg, Joanne A & Vivian Krawitz—New Directions In Design ... CMF
Adler, Jane—Indoor Gardening ... FNS
Adler, Joseph—Destination ... ADL
Africano, Lillian—One Woman's Voice ... PRI
Agran, Larry—Resources ... CMF
Agran, Larry—The Cancer Connection ... CMF
Aislin—Aislin Political Cartoons ... TSS
Albert, George—Cash Box Confidential ... RIS
Alderson, Court—The Sporty Ones ... SM
Alderson, Court—This is Sport ... SM
Alderson, George—Crutches-Cane-Wheelchair ... ALD
Alexander, Bob—Benchwarmer's Sports Trivia ... CNS
Alexander, Bob—Energy Tips ... CNS
Alexander, David & Jane—Two Heads ... API
Alexander, Don—Humoresque ... ARU
Alexander, Holmes—Holmes Alexander Column ... MCN
Alexander, Jerry—Alexander's Local Cartoons ... ALX
Alfaro—Spanish Crossword Puzzle ... KFS
Allen & Hatley—Dupont Circle ... WPW
Allen, Rita & Rick Maiman—N.Y. Education ... PAN
Allen, Robert E.—Star Gazing ... STG
Allison, Barbara—This 'n That ... SF
Allison, Richard—Editorial Cartoons ... DFS
Alma—Ask Alma ... SF
Alridge, Ron—Ron Alridge TV Column ... CTN
Altabe, Joan—Off The Wall ... DFS
Altabe, Joan—Sketching Tips ... API
Altabe, Joan—The Soaps ... DFS
Altabe, Joan—2100 A.D. ... DFS
Althouse, Rev. W.—The Bible Speaks ... CSP
Anastasi, April—Teen Squawk ... ASC
Anderson, Arthur L.—Knee Deep in Michigan ... LNI
Anderson, Brad—Grandpa's Boy ... SM
Anderson, Brad—Marmaduke ... UFS
Anderson, Carolyn—Collectors' Items ... AMW
Anderson, Dave—Sports of the Times ... NYT-NS
Anderson, David—Religion In America ... UPI
Anderson, Jack—Jack Anderson's Weekly Special ... UFS
Anderson, Jack—Washington Merry-Go-Round ... UFS
Anderson, Jennifer—Ask Jennifer ... LAT
Anderson, Nancy—Hollywood Hotline ... CNS
Anderson, Nancy—Yesterday's Stars Today ... CNS
Anderson, Ruth Nathan—VIP Medical Grapevine ... VMG
Anderson, Sheridan—Von Mabel's Backpacking ... RIP
Anderson, Tom—Straight Talk ... AMW
Andriola, Alfred—Kerry Drake ... FNS
Annswell, Clare—Starscope ... SM
Anthony, Michael—The Visual Image ... JAR
Appel, Ellen—Make It Yours ... CNS
Ardito, Jim—Fightn' Mad ... ASI
Armstrong, Tom & Tom Batiuk—John Darling ... FNS
Arnold, Henri—Ching Chow ... CTN
Arnold, Henri & Bob Lee—Junior Jumble ... CTN
Arnold, Henri & Bob Lee—Jumble ... CTN
Arriola, Gus—Gordo ... UFS
Arthur, Marv—Made Public ... ARU
Arthur, Marv—Many's Reply ... ARU
Arthur, Marv—Time For Action ... ARU
Ascher, Sidney—Sid Ascher's World ... ASC
Ascher, Sidney—The Best Years ... ASC
Ashe, Arthur—Arthur Ashe Column ... WPN
Ashley, Roberta—Tune In ... SPS
Ashmore, Helen—Booklook ... BOK
Austin, John—Hollywood's Unsolved Mysteries ... HIS
Austin, John—Inside Hollywood ... HIS
Austin, John (editor)—Int'l Columns ... HRS
Austin, John & Patric Curtis—My Life With Raquel (Welch) ... HIS
Austin, Norman—Books of The Week ... HIS
Austin, Norman—Freighter Travel ... HIS
Auth, Tony—Auth Cartoons ... WPW
Avery, Jeanne—Star Tracking ... FNS
Ayala, Mitzi—From The Farmer To You ... CAP
Aylward, Jim—Jim Aylward's Journal ... UFS

B

Bach, Mickey—Word-A-Day ... FNS
Bachman, Dr. David—Dr. Jock ... CTN
Bachrach, Judy—Judy Bachrach ... UPS
Bader, Sir Douglas—Commentary ... EDC
Baer, David & Dr. Phil Seff—Our Fascinating Earth ... FNS
Baginski, F.—Cartoonmix ... CAM
Baginski and Dodson—Splitsville ... LAT
Bagley & Zumwalt—Admirals Zumwalt & Bagley ... LAT
Bailey, Rev. A. Purnell—Daily Bread ... LAT
Baker, Jim—As You Were ... PIO
Baker, Russell—Observer ... NYT-NS
Bakker, Jim—Mountain Moving Earth ... PTL
Bald, Ken—*Dr. Kildare ... KFS
Baldridge, Letitia (Tish)—Contemporary Living ... LAT

Baldwin, Bettye & Joyce Gabriel—Having It All ..... CMF
Baldwin, Ed and Stevie—Makin' Things ..... RTS
Balzer, Robert Lawrence—Wine Connoisseur ..... LAT
Barash, Norma—Jewish Barash ..... JTA
Barbee, Joel—Editorial Cartoons or Caricatures ..... DFS
Barney, J.—Prison Rap ..... SAW
Barrett, Clare—Ask Ms. Natural ..... NAT
Barrett, Clare—Vegetarian Cooking ..... NAT
Barron, Sid—Barron Cartoons ..... TSS
Barry, Dan—Flash Gordon ..... KFS
Barry, Dave—Life & Related Subjects ..... FET
Barry, Seymour & Lee Falk—The Phantom ..... KFS
Bartlett, Charles & Cord Meyer—News Focus ..... FNS
Bartos, Michael—M.D.-Relationships ..... EXM
Basch, Buddy—Army Funnies ..... BAS
Basch, Buddy—Celebritee-Hees ..... BAS
Basch, Buddy—Entertainment Whirl ..... BAS
Basch, Buddy—Help, Police! ..... BAS
Basch, Buddy—Real Names/Reel Names ..... BAS
Basch, Buddy—That's Life ..... BAS
Basch, Buddy—Travel Whirl ..... BAS
Basch, Buddy—Whatever Happened To ..... BAS
Bascomes, The—Along the Camping Trail ..... BA
Bascomes, The—Along The Food Trail ..... BA
Bascomes, The—Along the Wine Trail ..... BA
Bascomes, The—Travel Along ..... BA
Basset/Brookins/DeOre/Gorrell/Judge/Keefe—The Best And The Wittiest ..... FNS
Bassett, Gene—Gene Bassett Column ..... UFS
Bateson, Thomas A.—Collector's Corner ..... UFS
Batiuk, Tom—Funky Winkerbean ..... FNS
Batiuk, Tom & Tom Armstrong—John Darling ..... FNS
Battersby, Mark E.—Farm Talk CLI
Battersby, Mark E.—Small Business Taxes CLI
Battelle, Phyllis—Assignment: America ..... KFS
Battista, Dr. O.A.—Health Today ..... SCI
Bauder, Don—Money Matters ..... CNS
Bauder, Don—Various ..... CNS
Baughman, Bill—Exploring With Your Camera ..... BAU
Baughman, Bill—Photo Info ..... BAU
Baum, Herman—The House Doctor ..... RTS
Beale, Betty—Betty Beale's Washington Letter ..... FNS
Bearak, Harold—Winetasters' Choice ..... WTC
Beard, James A.—James A. Beard on Food ..... UPS
Beasley, Robert—Big Foot ..... BAL
Beaudoin, Mike—Green'r Grassy ..... BEA
Beck, Joel—Cartoon Calvalcade ..... RIP
Beck, Marilyn—Marilyn Beck ..... CTN
Becker, B. Jay—B. J. Becker's Contract Bridge ..... KFS
Bee, Noah—Editorial Cartoon ..... JTA
Beedle, John—Growing Your Own ..... SOG-DFS
Beeman, Art—Those Were The Days ..... SM
Beglane, Bernie—From The Sidelines ..... TVC
Bellemy, Frank—Garth ..... ITP
Belt, Byron—Arts ..... NHN
Bennet, Mary Alice—A Little Prayer ..... AF
Bennett, Dianne—Soundtrack ..... HRS
Bennett, Mike—Senior Citizen's Corner ..... CSP
Bennett, G.A.—TV Scramblewords ..... DFS
Bennett, Richard—For the Divorced ..... LIS
Benson, Miles—Congress ..... NHN
Bentley, Carole—Hair Care ..... ITP
Bernstein, Paul (Mr. Physical Fitness of USA)—Look . . . and Feel Your Best ..... RBN
Berrill, Jack—Gil Thorp ..... CTN
Berry, Jim—Berry's World ..... NEA
Berthel & Simonsen—Junior Editors ..... APN
Bess, Gordon—*Redeye ..... KFS
Best, Natalie—Fashion World ..... CNS
Betancourt, Hal—Advertising Basics ..... BET
Betzina, Sandra—Sew With Flair ..... CHR
Bibber, Max Van & Henry Rudata—Winnie Winkle ..... CTN
Bierman, Bob—Editorial Cartoon ..... MIL
Bingham, June—One Woman's Voice ..... PRI
Bird, Deborah—Eye On The Sky ..... CMF
Birnbaum, Stephen—Steven Birnbaum ..... CTN
Bishop, Gerry—House Plans ..... UFS-NEA
Bishop, Jim—*Jim Bishop Reporter ..... KFS
Blackwell, Barbara—Quote Acrostics ..... DFS
Blake, Bud—*Tiger ..... KFS
Blaker, Karen, Ph.D—Choices ..... NEA
Blauvelt, Lee—Stamping Around The World ..... CNS
Blazer, Don—Of Course, A Horse ..... CNS
Blinn, Johna—Celebrity Cookbook ..... LAT
Bliss, L.—Beauty Page ..... TPS
Block, Herbert L.—Herblock ..... FNS
Bloodgood, John D. & Augustus Suglia—Your Home—Build and Improve ..... KFS
Blumenfeld, Harold & Cottin, Lou—Growing Older ..... NEA
Bodeau, Vivienne—Senior Update ..... SF
Bollen, Roger & Gary Peterman—Catfish ..... CTN
Boltinoff, Henry—Stoker The Broker ..... MCN
Boltinoff, Henry & James Burnett—*Nubbin ..... KFS
Bombeck, Erma—At Wit's End ..... FNS
Bond, Julian—Julian Bond Commentary ..... BPS
Boody, Shirley B.—Eat Yourself Slim ..... CNS
Boone, Gray—Gray Boone on Antiques ..... ANT
Borgman, Jim—Borgman Political Cartoons ..... KFS
Borth, Frank & Warren Whipple—There Ought Be A Law ..... UFS
Bosch, Patricia & Dorothy Richey—Today's Woman in Today's World ..... RBN
Bosch/Richey/Rumsey—Here's Your Chance! (young people!) ..... RBN
Bosco, Antoinette—The Bottom Line ..... NCF
Bothwell, Angela & Ford—Camping Family Style ..... SF
Bottel, Helen—Parents Survival Kit ..... DDS
Bottel, Helen & Sue—Helen Bottel Generation Gap ..... KFS
Bouchard, Lucille—Beauty Is ..... BOU
Bourially, Monte II—Everyday Editorials ..... GLS
Bouton, Jim—Bouton ..... FNS
Bowen, Charles and Barbara Jones—Beautiful! ..... AF
Bowie, Bob—All Pro ..... IPS
Bowie, Bob—Food Fun ..... IPS
Boyd—Apple Pie ..... MOR
Boyd—Sovereign State of Affairs ..... MOR
Boyd, David—National Cartoon ..... MOR
Boyd, L.M.—L.M. Boyd Column ..... CRO
Boyd, Waldo T.—Science in the Service of Man ..... FET
Braden, Tom—Tom Braden Report ..... LAT
Bradford, Barbara Taylor—Designing Woman ..... LAT
Bragdon, Allen & Len Fellows—Playspace ..... NYT
Brand, Charles J.—Scramble Steps ..... BAS
Brandon, Brumsic—Luther ..... LAT
Breen, Jerry—Simon Cool ..... API
Brennan, Francis—Brennan's World ..... NIES
Brennan, John—Your Prescriptions ..... LAT
Breslin, Jimmy—Jimmy Breslin ..... CTN
Brett, Carl—Bridge ..... GIN
Brickfield, Cy—Prime Time ..... ARP
Brickman, Arthur—Readers World ..... BRI
Brickman, Morrie—The Small Society ..... KFS
Bridges, Herb—Show Biz ..... MOR
Brilliant, Ashleigh—Potshots ..... CTN
Brinkley, Terry—HANDICAPSules ..... IPS
Broadwater, Elain—Crafting One of a Kind Gifts ..... FET
Broder, David S.—David S. Broder Column ..... WPW
Brody, Jane—Personal Health ..... NYT-NS
Brookins/Basset/DeOre/Gorrell/Judge/Keefe—The Best And The Wittiest ..... FNS
Brooks, Alice—Needlecraft Pattern Feature ..... KFS
Brothers, Dr. Joyce—*Ask Dr. Brothers ..... KFS
Brown, Bill & Casson, Mel—Boomer ..... UFS
Brown, Bob—Science For You ..... LAT
Brown, Charles B.—On Boxing ..... FET
Brown, David—Today's World ..... KFS
Brown, Kent—American Craftsman ..... CMF
Brown, Murray J.—Travel ..... UPI
Brown, Sue—Straight Talk to Teens ..... FET
Brown, Sylvia—The World Through The Eyes of A Psychic ..... API
Brown, Dr. W.D.—Families Under Stress ..... FUS
Browne, Dik—*Hagar the Horrible ..... KFS
Browne, Dik & Mort Walker—*Hi and Lois ..... KFS
Bruss, Robert—Real Estate Service ..... CTN
Bryant—The DES Odyssey of Pat Cody ..... CMF
Bryant, G., Hall, G.—Bryant/Hall Travel ..... TSS
Bucella, Marty—Laff Track ..... RGA
Bucella, Marty—Panel Cartoons ..... DFS
Buchanan-Davidson, Dr. Dorothy—Cancer: The Wayward Cell ..... ANS
Buchanan, Patrick J.—The Dividing Line ..... CTN
Bucholz, Rus—The UnSportsman ..... DFS
Buchwald, Art—Art Buchwald Column ..... LAT
Buckley, Priscilla—One Woman's Voice ..... PRI
Buckley, William F.—On the Right ..... UPS
Bumberg, J.G.—News Service ..... GNB
Burchett, Don—Televisage ..... CRO
Burchett, Don—Visage ..... CRO
Buresch, Joe E.—Dinah Mite ..... JEB
Buresch, Joe E.—Fletcher the 4'Hr ..... JEB
Buresch, Joe E.—Outdoor Mini-Tips ..... JEB
Buresch, Joe E.—The Kids ..... JEB
Burger, Jeffrey—Executive Etiquette ..... FET
Burke, Dr. Melvyn A. & Joanne Grant—After Divorce ..... RTS
Burness, Tad—Auto Album ..... UFS
Burnett, James & Henry Boltinoff—*Nubbin ..... KFS
Burroughs, Ben—Sketches ..... LAT
Burroughs, Edgar Rice—Tarzan ..... UFS
Burtoff, Barbara—Coping ..... BBS
Burton, Gabrielle—One Woman's Voice ..... PRI
Burtt, George—Better Barter ..... CMF
Burtt, Marian, Ph.D.—Viewpoint ..... CMF
Bushmiller, Emie—Nancy ..... UFS
Butler, Ron—Passport to Everywhere ..... CF
Button, Ford—Button's Bunch ..... RGA-DFS
Button, Ford—Button Up ..... RGA
Button, Ford—Panel Cartoons ..... DFS
Byrne, Robert—Chess ..... NYT
Byrne, Steve H.—Davey Dollar ..... RGA

C

Cadwallader, Sharon—Naturally ..... CHR
Caen, Herb—It's News To Me ..... CHR
Cahill, M.J.—People In The News ..... TFS
Cahill, M.J. & L. Bliss—Beauty Page ..... TFS
Callahan, Rosellen—Shopping The World ..... EES
Callahan, Rosellen—Tips For Trips ..... EES
Callahan, Rosellen—Women's Way to Travel ..... EES
Callahan, Rosellen—Historic Walking Tours ..... EES
Calloway, Wayne—Wilderness Wisdom ..... MAL
Calman, Mel—Men and Women ..... FNS
Camp, Kavanagh & Fletcher—Bringing Up Father ..... KFS
Campbell, Don—About Real Estate ..... RTS
Caniff, Milton—Steve Canyon ..... FNS-NNS
Cannon, Thurlow O.—Nostalgia Notes ..... CAN
Carberry, Margaret Mary—Nine to Five Woman ..... CAB
Carden, Charles E.—Sunday Stock Market Chart (Long Term Trend) ..... STO
Carden, Charles E.—The Carden Report ..... STO
Carden, Charles E.—The Market Day By Day—(Short Term Trend) ..... STO
Cardona, Jerry P.—Critter's ..... UCS
Cardona, Jerry P.—Oh, Rats! ..... UCS
Cardwell, Paul, Jr.—A Technical Question ..... CMF
Carlan, Michael & Jean Heller—Getting There ..... NHN
Carlinsky, Dan—Dan Carlinsky Column ..... CAR
Carlinsky, Dan—It's On The Tip of My Tongue ..... CAR
Carlinsky, Dan—Trivia Quiz ..... CAR
Carlton, Graham—Graham Carlton Column ..... NNB
Carrell, Al—Super Handyman ..... KFS
Carroll, Charles—Antiques Appraisal Clinic ..... CRO
Carroll, Les & Tom McCormick—Our Boarding House ..... NEA
Carson, Astrid—Dear Astrid ..... CF
Cartwright, Charles—Church Chuckles ..... SM
Caruba, Alan—Bookviews ..... INP
Caruba, Alan—Fun Places ..... INP
Caruba, Alan—Pest Control ..... INP
Caruba, Alan—The Jewish Future ..... INP
Caruba, Rebecca—Gourmet's Notebook ..... INP
Cary, Gene—Here's How ..... CNS
Casey, Sally—Dear Sally ..... OPS
Cassandra, Lady—Horoscopes for Animals ..... AST
Cavalli, Dick—Winthrop ..... NEA
Cavanagh, Dale—You're Sew Right ..... SPS
Caviness, B & L—Claude Hopper ..... DFS
Caviness, Lorna—Claude ..... RGA
Chaffee, Suzy—Suzy Chapstick's Sports ..... NNB
Chamberlain, John—These Days ..... KFS
Charles, Mickey & Wally Neibart—Sportshots ..... UFS
Chayet, Neil J.D.—Medicine and the Law ..... IMTS
Cherry, Fred—Fred Cherry's Personal Journal of Good Drinking ..... FET
Cherry, Susan—The World of Money ..... DFS
Cheshire Maxine—Maxine Chesire ..... LAT
Childs, Marquis—Washington Calling ..... UFS
Chorao Kay & Robin Robinson—Robin's World ..... PRI
Christian, Michelle & Jan Marshall—Behind The Tube . . . Who's Who? ..... RBN
Christensen, Bente—TV Commentary ..... EDC
Christensen, Gary L.—Christensenism ..... UQ
Christensen, Gary L.—Circles of Thought ..... UQ
Christensen, Gary L.—Links of Thought ..... UQ
Christensen, Gary L.—Thought For The Day ..... UQ
Christensen, Gary L.—Triggers Of Thought ..... UQ
Christensen, Gary L.—Topical Sets of Quotations—Humorous ..... UQ
Christensen, Gary L.—Topical Sets of Quotations—Religious ..... UQ
Christensen, Gary L.—Topical Sets of Quotations—Self Improvement ..... UQ
Christensen, Gary L.—Uncommon Quotations ..... DFS
Christy, George—The Great Life ..... HRS
Christy, Marian—Marian Christy Column ..... LAT
Churchill, Reba & Bonnie—Youth Parade ..... CAI
Churchill, Reba & Bonnie—Reba & Bonnie Churchill Reporting ..... CAI
Claiborne, Craig—Food ..... NYT-NS
Claire, Aileen—Food For Americans ..... NEA
Clark, Frank—Country Parson ..... SM-RTS
Clark, Kathy—Homelife ..... CLA
Clifford, William—Wine on the Table ..... WOT
Clift, John—City Editor's Tip Service ..... LAT
Coan, Nonnee—Shredded Wit ..... CDA
Coan, Nonnee—Small Fry Diary ..... CDA
Coates, Dorothea—Words & Meanings ..... SM
Cobb, R.—R. Cobb ..... SAW
Cochran, Linda—Countdown ..... FET
Cody, Fred—Reviews ..... CMF
Coffin, Douglas—Fletcher's Landing ..... NEA
Coffman, Ramon—Uncle Ray's Column ..... FNS
Cohen, David—Commentary ..... CMF
Cohen, Haskell—Jews in Sports ..... JTA
Cohen, Richard—Richard Cohen Column ..... WPW
Cole, Barbara—Imagination ..... SUN-CWF
Cole, K.C.—What Only A Mother Can Tell You ..... DDS
Coletta/Levitz/Tuska—Superheroes ..... CTN
Coleman, Dr. Lester L.—*Speaking of Your Health ..... KFS
Coleman, Lucien—Things That Matter ..... DFS
Collins Beulah—Golden Years ..... LAT
Collins, Beulah—Today's Chuckles ..... LAT
Collins, Beulah—Senior Forum ..... LAT
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Collins, Gould/Fletcher—Dick Tracy ..... CTN
Collins, Ray—Cecil & Dipstick ..... FET
Comer, Dr. James & Dr. Alvin Poussaint—Getting Along ..... UFS
Confer, Wolt—Through The Lens ..... CNS
Conrad, Paul—Paul Conrad Cartoon ..... LAT
Conwell, John—*Mirror of Your Mind ..... KFS
Cook, Jim—Mr. Naggy ..... RGA
Cooper, Mary Ann—Speaking of Soaps ..... TVC
Cooper, Nina—Crossword Puzzle ..... APN
Corbett, Mary Ellen—Feminist Q. & A. ..... COS
Cordray, Bob—Alex in Wonderland ..... CNS
Corey, Ben—Let's Make ..... HAR
Corey, Ben—Teen Scene ..... HAR
Corn, Ira G., Jr.—The Aces ..... UFS
Corradeno, Philomena—Nutrition Cookbook ..... KFS
Corwen, Leonard—Your Job Your Career ..... DFS
Cory, Andra—Find It ..... SM
Costello, Patty & Dick Weber—Bowling Tips ..... UFS
Cotter, Florence—Your Week Ahead Horoscope ..... CSP
Cotter, Milt—Job Forum ..... CRO
Cottin, Lou/Blumenfeld, Harold—Growing Older ..... NEA
Cowan—Keeping You In Stiches ..... SCI
Cowles, Jane Ph.D.—Surviving Breast Cancer ..... CMF
Cramer, Polly—Polly's Pointers ..... NEA
Crane, Dr. George W.—Dr. Crane's Quiz ..... HPS
Crane, Dr. George W.—The Worry Clinic ..... HPS
Creed, George E.—It's Your Landscape ..... FNS
Crenshaw, George—Belvedere ..... FNS
Crist Jr., George P.—Closing the Gap ..... CRI
Criswell—Criswell Predicts ..... MCN
Croak, Jim—Mr. Naggy ..... DFS-RGA
Crompton, Thomas—The Wheel People ..... CMF
Cronin, Sylvia—Byline Consumer ..... FET
Cronin, Sylvia—Consumer Conscious ..... CFS
Cronin, Sylvia—Consumer Travel Trends ..... CFS
Cronin, Sylvia—The Traveling Consumer ..... CFS
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Cronkite, Sue—Single Parent ..... AF
Crook, Gould—Thought for Food ..... CSP
Crooks, Bill & Jim Lawrence—Captain Easy ..... NEA
Crosby, Joan—Ask TV Scout ..... UFS
Crosby, Joan—TV Parade ..... SF
Crosby, Steve—Steve Crosby Column ..... RIS
Crowe, Kenneth—America For Sale ..... DDS
Crowley, B.J.—Crowley's Horoscope ..... EDC
Cruickshank, Ken—Ken Cruickshank Column ..... RIS
Crump, Joe—Low Down From The Congressional Record ..... CRU
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Cunningham-Tee, George—Our Mysterious World ..... SUN
Curfman, Greg—Figleaves ..... WLS
Currie, Glenne—Theatre World ..... UPI
Currier, Chet—Sunday Crossword ..... APN
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Curtis, Robert Edward—The Scene ..... GSM
Cutter, Bob & Jas Patterson—Car Reports ..... THG
Cutter, Bob—The Steering Column ..... THG

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Dale, Fred—Canadian Gardening ..... TSS
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Dallis, Dr. N. P. & Frank Edgington—Rex Morgan, M.D. ..... FNS
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Dana, Bob—Bob Dana On Wine ..... NEW
Dana, Bob—Tips on Tables ..... NEW
Dana, Margaret—Before You Buy ..... UFS
Dangaard, Colin—Hollywood Cover ..... INF

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Dashiell, Jackie—Easy Etiquette ... FET
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Davis, Doug—Country Corner ... TVC
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Davis, N.L.G., Norman M.—The Corn Box ... NMD
Day, Lawrence—Canadian Chess ... TSS
Dear, Cyrene—Washington Siren ... DPR
Debnam, Betty—Mini Page ... UPS
DeCrane, Ray—Cut Your Own Taxes and Save ... NEA
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Diltow, Clarence—Auto Safety ... CMF
D'Imperio, Dan—Flea Market Finds ... CRO
Dippel, Chet—Eagle Feathers ... CMF
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Dodge, Fred—Candle & Mirror ... MM
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Dodson & Baginski—Splitsville ... LAT
Dolan, Ann Frances—Save Time and Money ... SF
Donahue, Michael—Your Own Business ... EJN
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Doug & Jean—The Pet Set ... WPW
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Douvan, Elizabeth—American Families In Transition ... CBN
Dowd, Merle—Managing Your Family's Money ... RTS
Downs, Tim—Downstown ... UPS
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Drabkin, Paul—Furnishing With Wood ... CMF
Drake, Francis—*Your Individual Horoscope ... KFS
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Drogin, Marc—Book Marc ... BKM
Drummey, Jack—Word-Wise ... CMF
Drummond, Roscoe—Roscoe Drummond Column ... LAT
Dubeck, Leroy—J.A. Livingston ... SPS
Dubren, Pat & Ron—Garbles ... FUN
DuBroff, Sidney—Fact and Analysis ... GPL
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Duff, Susan—Calorie Countdown ... MCN
Duginski, Paul—California Cartoons ... CNS
Dumas, Gerald—Rafferty ... KFS
Dumas, Jerry & Mort Walker—*Sam and Silo ... KFS
Dunagin, Ralph—Dunagin's People ... FNS
Dunkel, Dick—Dick Dunkel's College Basketball Index ... DSR
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Dunn, Bob & Hy Eisman—*Little Iodine ... KFS
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Dunnell, Milt—Milt Dunnell ... TSS
Durkee, King—Strictly Classical ... CNS
Durkin, Mary S.—Nature's Kitchen ... UFS
Durslag, Melvin—Durslag Sports Column ... KFS
Dvorak, John C.—Personal Computing ... TAG
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Edgington, Frank, Nick Dallis—Rex Morgan M.D. ... FNS
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Emmick, Jeanne—Jeanne Emmick ... ART
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Gordon—Solve-A-Crime ... SCI
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Green, Arthur S.—How-To Business ..... GRE
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Hillgren, Sonja—On the Farm Front ..... UPI
Hilliard, Marie—The Other Side ..... RBN
Hinds, Bill & Jeff Millar—Tank McNamara ..... UPS
Hirsch, Lynda—Daytime Dial ..... FNS
Hite, Ray—Let's Talk About Your Car ..... ECS
Hite, Ray—Wheels ..... ECS
Hix, Charles—Looking Good ..... UFS
Hochstein, Mort—Hochstein Travels ..... FET
Hoest, Bill—Agatha Crumm ..... KFS
Hoest, Bill—*The Lockhorns ..... KFS
Hoge, Tom—Background Maps ..... APN
Holland, Hal—Living ..... SM
Holland, Zell—Chris & Sis ..... DFS
Hollander, Nicolle—Sylvia ..... SUN-CWF
Hollenbeck, Ralph—Parade of Books ..... KFS
Hollenbeck, Ralph—This Day in History ..... KFS
Holey, Lee—*Ponytail ..... KFS
Holmes, Venice—Living ..... HOL
Holmes, Venice L.—Venice L. Holmes ..... HOL
Holuber, Aryha—Zeroids ..... OFS
Holzer, Erica & Hank—Legally Speaking ..... PRI
Hoover, Kerwin—Grass Roots Clippings ..... HTF
Hoover, Kerwin—Quips & Clips ..... HTF
Hope, Bright—See Nutrition Matters ..... TSS
Hoppe, Arthur—The Innocent Bystander ..... CHR
Hornblower, David—Car Care Hotline CCL
Horning, Ted—Canadian Bridge ..... TSS
House, A—A. House ..... SCI
House, A—(Coded Quotes) Crypto Quotes ..... SCI
House, A—Novice Auto Mechanic ..... SCI
Howard, Trudy Mulcahy—A Women's View of Foreign Affairs ..... HOW
Howare, Trudy Mulcahy—International Decade of Women and its Hidden Politics ..... HOW
Hoy, David—Super Psychic ..... SF
Huff, Bruce—A Real Wrap-Up ..... MGF
Huff, Claire—On Human Potential ..... MGF
Hulme, Etta—Hulme's Cartoons ..... NEA
Hunter, J.H.—Fun With Figures ..... SUN-CWF
Hurd, Judd & M. Petti, M.D.—Health Capsules ..... UFS
Hurst, Jack—Country Music ..... CTN
Hurwitz, Howard L.—Hurwitz On Education ..... CF

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Iger, Jerry—Pee Wee ..... PF
Iger, S. M.—Bobby ..... PF
Interlandi, Phil—*Queenie ..... KFS
Irwin, Jean—Travel Photography ..... MIL
Israel, David—David Israel ..... CTN
Ivey, Jim & William Summers—Thoughts of Man ..... CTN

J

Jackson, Jesse—Jesse Jackson ..... UPS
Jackson, Jesse—Jesse Jackson at Large ..... BPS
Jackson, Jill—Gossiping With Jill Jackson ..... MCN
Jackson, William—Me & My RV ..... CNS
Jacobs, Jesse—Kids' Korner ..... MCN
Jacoby, Eleanor—Teacher Says ..... API
Jacoby, Oswald & Alan Sontag Bridge ..... NEA
James, H. P.—Environment ..... NWS
James, Jim—Glad You Asked ..... JDL
James, Lee—Adventure Postpaid ..... SA
James, Lee—Bookshelf ..... SA
James, Lee—Sport & Recreation ..... SA
James, Lee—Sports Scene ..... SA
James, Stanley—Stamps & Stories ..... EDC
Jans, H. P., D.V.M.—Points On Pets ..... CNS
Jarrett, Richard—Folly's Thinkshop ..... JAR
Jarvis, Howard—At the Grass Roots ..... IPS
Jarvis, Jerome—Your Medicine Chest ..... WOR
Jarvis, John—Courthouse Squares ..... CSP
Jarvis, John—Did You Know ..... CSP
Jarvis, John—Sports Special ..... CSP
Jean & Doug—The Pet Set ..... BOR
Jenkins, John—Window on Religion ..... RET
Jenner, Bruce—Bruce Jenner's Guide To Leisure Sports ..... UPS
Jerome, Ed—Number Game ..... AF
Jillson, Joyce—Joyce Jillson Horoscope ..... CTN
Jimenez, Robert—Story Of A Stroke ..... CMF
Johnson, B.—Hello Carol ..... LAT
Johnson, Betty—Simply Elegant ..... CMF
Johnson, Cliff—That's Life ..... RGA
Johnson, Cliff—Sportoons ..... RGA-DFS
Johnson, Ferd & Tom—Moon Mullins ..... CTN
Johnson, Nellis—Cornflakes ..... SF
Johnson, Dr. G. Timothy—House Call ..... CTN
Johnston, Gordon—It Happened In Canada ..... TSS
Johnston, Lynn—For Better of For Worse ..... UPS
Jones, Aphrodite—People Play Games ..... TVC
Jones, Barbara and Charlie Bowen—Beautiful ..... AF
Jones, Bruna—Creative Stitchery ..... LAT
Jones, C.T.—Joe Fann ..... API
Jones, Jenkin Lloyd—An Editor's Outlook ..... LAT
Jones, Rev.—Parson Jones ..... MCN
Jones, Ralston & Frank Ridgeway—*Mr. Abernathy ..... KFS
Jones, Stacy—Patents Column ..... NYT-NS
Jones, Taylor—Taylor Jones Caricatures ..... LAT
Jordon, Vernon Jr.—To Be Equal ..... CNS
Jorgensen, Bruce—Jorgy Cartoon ..... IND
Joseph, Thomas—Crossword Puzzle with Cryptoquotes ..... KFS
Joy—Glamour Talk ..... MCN
Judge/Bassett/Brookins/De Ore/Gorrell Keefe—The Best And The Wittiest ..... FNS
Jurgensen, Ulla—Eat & Be Healthy ..... CMF

K

Kahn, A. David—Say What You See ..... KAH
Kahn, J. Kesner—Pros & Kahns ..... AMW
Kahn, Steve—Superscene ..... NYT
Kaliff, Joe—Broadway Karikatures ..... AMF
Kaliff, Joe—Discussion ..... AMF
Kaliff, Joe—It's A Cockeyed World ..... AMF
Kaliff, Joe—Karikature Karnival ..... AMF
Kaliff, Joe—Magic Carpet Over Broadway ..... AMF
Kampel, Don—World Spotlight ..... ARU
Kandel, Myron & Philip Greer—The Greer/Kandel Report ..... UFS
Kane, Gil & Archie Goodwin—Star Hawks ..... UFS
Kanzler, George, Jr.—Pop ..... NHN
Kapley, David—Our Constitution ..... INO
Kappelman, Dr. Murray—Family Doctor ..... CMF
Karch, R. Randolph—Do It Yourself ..... KAR
Karling, W.—The Friendly Giver ..... PAN
Karnow, Stanley—Interpretive Report ..... RTS
Karten, Howard—Computer World ..... CMF
Katz, Harry Jay—The Katz Meow ..... NNB
Katzman, Susan Manlin—Kids in the Kitchen ..... KSM
Katzman, Susan Manlin—Kids' Cooking ..... KSM
Kaufman, Hal—*Junior Whirl ..... KFS
Kaufman, William—Who's on First? ..... FET
Kavanagh, Camp & Fletcher—*Bringing Up Father ..... KFS
Kaye, Dena & Susan Pert—The Traveling Woman ..... DDS
Kaye, Geri—Miracle of Faith ..... API
Keefe/Basset/Brookins/De Ore/Gorrell/Judge—The Best And The Wittiest ..... FNS
Keefer, Mel & Marian Dern—Rick O'Shay ..... CTN
Keene, Kennison—Editorial Cartoon ..... CSP
Keane, Bil—The Family Circus ..... RTS
Keasler, John—John Keasler Column ..... MCN
Keate, Jeff—Time Out ..... FNS
Kelly—Blurbs On Herbs ..... SCI
Kelly, R.G.—Corinth The Jeweler ..... API
Kelly, Sandra—Sew What's New ..... UPS
Kennedy, Joyce Lain—Careers ..... SFI
Kenny, Dr. Jim & Mary—Family Talk ..... NCF
Ketcham, Hank—Dennis The Manace ..... FNS
Key, Ted—*Hazel ..... KFS
Kids—Dear Kids ..... PRI
Kilgore, Al—TV Starscreen Puzzle ..... UFS
Killy, Jean-Claude—Skiing ..... UFS
Kilpatrick, James J.—A Conservative View ..... UPS
Kimbrough, Dick—Love Grows On Farms ..... CMF
Kinnard, Joyce—Auto Talk ..... CMF
Kinser, Betty—Stitching Witchery ..... CNS
Kipling, Bodgon—Washington Report ..... TSS
Kirkman, Rick & Jerry Scott—Copps & Robberts ..... SWF
Kirkpatrick, Dr. John—Attar Stairs ..... HPS
Kirschman, Ya'akov—Adam An' ..... NYT
Kitman, Marvin—Marvin Kitman Show ..... LAT
Kleiner, Dick—Filmeter ..... NEA
Kleiner, Dick—Hollywood Features ..... NEA
Kleiner, Dick—TV Scout Sketches ..... UFS
Kleinmann, Bob—Feelin'Great ..... ASI
Kliban, B.—Cat ..... RTS
Kline, Fred W.—Affairs of State ..... CAP
Kline, Fred W.—Laymans Law ..... CAP
Kline, Fred W.—Moving Around ..... CAP
Kline, Fred W.—Motor Talk ..... CAP
Knight, Arthur—Knight At The Movies ..... HRS
Knight, Mrs. Richard Alden—Solunar Tables ..... RTS
Knudsen, Don—Elmer Stoon ..... SIE
Kohn, Jackie—Teacher Feature (Newspaper as The Textbook) ..... TEF
Kohn, Jackie—Up The Greenhouse ..... TEF
Kordel, Lelord—Eat & Grow Younger ..... SPE
Kordel, Lelord—Eat Right & Live Longer ..... SPE
Kordel, Lelord—Eat Your Troubles Away ..... SPE
Kordel, Lelord—Eat Up & Slim Down ..... SPE
Kordel, Lelord—Feel Young Again ..... SPE
Kordel, Lelord—Make People Like You ..... SPE
Kordel, Lelord—Stay Alive Longer ..... SPE
Kordel, Lelord—Stay Younger Longer ..... SPE
Kostrzewa, Tom—Visit The World, A Foot ..... DFS
Koterba, Jeff—Shroderfield ..... DFS
Kotzky, Alex—Apartment 3-G ..... FNS
Kovacs, Adam—Tutankhamun ..... ASD
Kovatch, George & Bob Wiskotzil—The Whole Cheese ..... CHR
Kovel, Ralph and Terry—Know Your Antiques ..... RTS
Kraft, Joseph—Washington Insight ..... FNS
Kramer, Jack—Inside Plants ..... CTN
Kramer, Nancy & Stephen Newman—Getting What You Deserve ..... DDS
Krawitz, Vivian & Joanne A. Adleberg—New Directions In Design ..... CMF
Krehbiel, Tom—World of Stereo ..... WCM
Kreitzman, Sue—In Good Taste ..... API
Krupnick, Jerry—Jerry Krupnick Column ..... NHN
Kukic, Tom U—Nutty Nations ..... API
Kunstler, Deborah, A.S.I.D.—Ideas For Interiors ..... MCN

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Laffler, William—Book Reviews ..... UPI
Lakeland, Red—Sports From The Pressbox ..... MCN
Lamb, Lawrence E., M.D.—Medical Column ..... NEA
Lambert, Eleanor—She ..... FNS
Lamm, Michael—On Wheels ..... OWS
Lancaster, Mike—Born Today ..... ASI
Land, Leslie—Good Food ..... UFS
Landau, Jack—Law ..... NHN
Landau, Miriam, Dr.—Ask Dr. Landau ..... LAT
Landers, Ann—Ann Landers Column ..... FNS
Lane, Bill—Bill Lane In Hollywood ..... WOR
Lane, Lydia—Beauty ..... LLS
Lane, Mary—Childrens Corner ..... WHI
Lane, Nancy—Beauty Bits ..... WOR
Langley, Roger—Hispanic Beat ..... WWS
Lang, Andy—House of the Week ..... APN
Langell, Jerry—Idea Chaser ..... AF
Langton, John—Think You Know Sports ..... TVC
Langton, John—Think You Know Movies ..... TVC
Langton, John—Think You Know TV ..... TVC
Lank, Edith—Real Estate House Calls ..... RHC
Lara, John—Cartoons ..... CNS
Lants, Gerry—Basil ..... UPS
Larks, Saul—Senior Citizens ..... CAP
Larry—Larry's World From Punch ..... SCI
Larsen, Carl—Frying Pan Follies ..... ASI
Larsen, Chick—Carrier-Toons ..... UFS
Larson, W.—Elisabeth-Religion and the Arts ..... RET
Larson, Doug—Senator Soaper ..... UFS
Larson, Gary—The Far Side ..... CHR
Larson, Reed—Right to Work News Service ..... NRW
Lasky, Mark—Christmas Strip ..... NEA
Lassen, Kurt—Under Twenty ..... CF
Lasswell, Fred—*Barney Google and Snuffy Smith ..... KFS
Lasswell, Marcia & Norman Lobsenz—Styles of Loving ..... DDS
Lautens, Gary—Laudens Column ..... TSS

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Lamar, Rod—Rocket Shots ... UFS
Lawrence, Jim & Bill Crooks—Captain Easy ... NEA
Lawrence, Jim & Gary Morrow—Buck Rogers ... NYT
Lazarus, Mell—Miss Peach ... FNS
Lazarus, Mell—Momma ... FNS
Leary, Bill—A Little Leary ... LAT
Leary, Don—Teaching Pro ... LAT
Leasure, Jan—Refunds vs. Inflation ... CMF
Leasure, Jan—super shopper ... CMF
Lee, Bob & Henri Arnold—Jumble ... CTN
Lee, Bob & Henri Arnold—Junior Jumble ... CTN
Lee, Laurie—Film Fare ... WOR
Lee, Stan/John Romita—The Amazing Spiderman ... RTS
Lehti, John—Facts About The Bible ... HUT
Lehmann, Gwen—Let's Talk Microwave ... CNS
Leibowitz, Gerald—Taking It Lightly ... CMF
Lemont, George—Doctor Smock ... UFS
Lennon, Tom—Young World ... NCF
Leokum, A.—Tell Me Why ... UNP
Lerner, Max—Max Lerner Column ... LAT
Lesem, Jeanne—Food ... UPI
Lester, Mary—Inside The Wine Barrel ... LES
Lester, William—Moral Dimensions Behind The Headlines ... LES
Levin, Martin—Paperback Guide ... APN
Levin, Martin—The Phoenix Nest ... APN
Levine, Michael—Classified Comments ... TVN
Levine, Michael—How To Reach Anyone Who's Anyone ... TVN
Levine, Paul J.D.—What's Your Verdict ... CNS
Levine, Samuel P.—Notes From Southern California ... LEV
Levine, Samuel P.—The Consumer's Dilemma, USA ... LEV
Levine, Samual P.—The Consumer Wants To Know ... LEV
Levitz,-Tuska-Colletta—Motley's Crew ... CTN
Lewis, Anthony—Abroad At Home ... NYT-NS
Lewis, Barbara—Pop Scene Service ... UFS
Lewis, Dan—TV Scott: Inside ... UFS
Lewis, Flora—Foreign Affairs ... NYT-NS
Lewis, Shari—Kids Only Club ... LAT
Lewis, Todd—Teenage Travel ... JPS
Liacakos, Nicholas—World Heritage ... MCF
Libien, Lois & Margaret Strong—How ... CTN
Lichter, Paul—The Boy Who Dared To Rock: Elvis ... DDS
Lichty, George & Fred Wagner—Grin & Bear It ... FNS
Liederman, Al—Editorial Cartoon ... API
Ligon, Dr. Harold—Doctor Talk ... EDC
Lindsay, G.W.—You In The Church, The Church In You ... WIL
Lindeman, Bard—Life Line ... FNS
Linkert, Lo—Almighty Dollar ... FET
Linkert, Lo—How Come ... FET
Linkert, Lo—Peter Panic ... SCI
Lintermans, Gloria—Looking Great ... JPS
Lipton, Marvin—Current Events ... TSS
Livingston, J.A.—Business Outlook ... FNS
Livingston, J.A. & Leroy Dubeck—Chess ... SPS
Lobsenz, Norman & Marcia Lasswell—Styles of Loving ... DDS
Locher, Dick—Locher ... CTN
Lofft, Alan—Sound ... TSS
Long, Dr. Robert C.—It's OK To Talk About Sex ... PRI
Long, Loretta—What's Bugging You? ... FNS
Lord, Shirley—Shirley Lord ... FNS
Lord, William—Chef William Lord, The Chef's Kitchen ... CHK
Lofton, John D.—John D. Lofton Jr. ... UFS
Love, Judy—Stitchin Time (Knitting) ... NEA
Lowe, Janet—The Visible Woman ... CNS
Lowenthal, Joan—Decorating Demystified ... CMF
Lowman, Josephine—Why Grow Old? ... RTS
Loyd, Gene—Now! ... RTS
Lucinda—Rated G. ... NPS
Ludcke, George—It Could Be Verse ... LUD
Luetje, Carolyn—Pets Pleasureful ... DFS
Luft, Herbert G.—Our Film Folk ... JTA
Lupica, Mike—Mike Lupica ... CTN
Lurie, Ranan—Lurie ... KFS
Luther, Mary Lou—Clotheslines ... LAT
Lyman, Shelby—Chess Quiz ... BCF
Lyman, Shelby—Shelby Lyman on Chess ... BCF
Lynch, John Pierce—Inside U.S. Politics ... DFS
Lynde, Stan—Latigo ... FNS
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Lynn, Richard—John Peter Zenger ... LYN
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Lyons, Donald—Traveler's Quest ... API

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Mac Donald, Worden—Feelin' Fine ... CMF
Macklin, J.—Strange Destinies ... SCI
MacNelly, Jeff—MacNelly ... CTN
MacNelly, Jeff—Shoe ... CTN
MacQueen, Kate—Common Cents ... CHR
Maddox, J.—Pssst Cartoons ... SCI
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Mafuz, Lorry—Lorry's Gang ... DFS
Maglia, Louis—Mint Doodle ... AF
Magriel, Paul—Backgammon ... NYT
Maiman, Rick & Rita Allen—N.Y. Education ... PAN
Mair, George—George Mair Column ... LAT
Maleska, Eugene—NYT Crossword ... NYT
Malino, Emily—Design For People ... UFS
Mandoe, Bonnie—Bon Appetit ... CMF
Mann, Horst—Mann About Town ... LNI
Mann, Roderick—Roderick Mann Column ... LAT
Manning, Russ—Star Wars ... LAT
Marcus, Jerry—*Trudy ... KFS
Margold, William—The Silver Screen ... FET
Margolius, Esther—How To Buy ... PAI
Margulies, Jimmy—Editorial Cartoon ... SF
Marlette, Douglas—Marlette's Editorial Cartoon ... KFS
Marshall, Chester Allen—Test Your Horse Sense ... CTN
Marshall, Jan—Fun In The Kitchen ... RBN
Marshall, Jan & Michelle Christian—Behind The Tube who's who? ... RBN
Martin—Photoday ... SAW
Martin—PsychoEcology ... SAW
Martin, Judith—Miss Manners ... UFS
Martin, Henry—Good News/Bad News ... CTN
Martin, Marian—Dress Pattern Features ... KFS
Martin, Ted—Pavlov ... UPS
Mathews, Roberta—Home Line ... LAT
Matthews, Carol—Money Watch ... LAT
Matthews, Garrett—Folks ... DFS
Matthews, Garrett—Just Supposin' ... RGA-DFS
Mattson, Marie—Tnp Tips ... MAT
Mauldin, Bill—Mauldin ... FNS
Maurice, Dick—Celebrities on the Couch ... CNS
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Mayer, Alan—Sports Cartoons ... KFS
Maxwell, Rhonda—Supershopping ... SUN-CWF
Maxwell, Rod—The Hawk ... PF
Mawyer, Martin—Politics and Religion ... RET
Mayer, Dr. Jean & Dr. Johanna Dwyer—Food For Thought ... CTN
Mayer, Nancy—The Male Mid-Life Crisis ... DDS
McCarthur, Jack—Canadian Business ... TSS
McCabe, Charles—The Fearless Spectator ... CHR
McCarron, Owen—Marvelous Fun & Games ... RTS
McCarthy, Abigail—One Woman's Voice ... PRI
McCarthy, Colman—Colman McCarthy Column ... WPW
McCarthy, Fred—Brother Juniper ... FNS
McCarthy, Jim—Latest Line ... CTN
McClellan, Diana—The Ear ... UPS
McClendon, Sarah—Sarah McClendon's Washington ... IPS
McManus, Michael J.—The Northern Perspective ... MCM
McCollam, James—Antique Furniture ... CNS
McCoo, Carol—Eyes on Tomorrow ... WOR
McCormack, Patricia—Woman's World ... UPI
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McCormick, Tom & Lee Carroll—Our Boarding House ... NEA
McCourt, A.A.—Duffer & Office Frolics ... FET
McDonald, Elvin—Plants in The Home ... KFS
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McDonnell, Ed—Panel Cartoons ... DFS
McFatters, Dale—Strictly Business ... FNS
McFerren, Bob—Rudy ... RGA
McFerren, Bob—Rudy Bear ... DFS
McGarrett, Michelle—Stay Young! ... RBN
McGarvey, Carol—Let's Ask The Cook ... RTS
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McGrory, Mary—Mary McGrory Column ... UPS
McWhirter, Norris—According To Guinness ... UPS
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Meltzer, Bernard—Meltzer on Real Estate ... FNS
Menninger, Dr. Wald—In-Sights ... UPS
Meritakis, Stan—0 • 0 ... MRT
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Menees, Tim—Cartoons ... CNS
Merrell, Jesse H.—Religion and the Times ... MER
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Messick, Dale—Brenda Starr ... CTN
Metz, Robert—Market Place ... NYT-NS
Meyer, Cord & Charles Bartlett—News Focus ... FNS
Meyer, John—Canadian Business Report ... TSS
Meyers, Carole Terwilliger—Weekend Adventures ... COP
Meyers, Norman G.—Rules of Golf ... MEY
Michael, Jay—Star Watch ... CNS
Michaels, Ken—Bio-Dex ... SUN-CWF
Michaels, Ken—Weekly Biorhythms ... SUN-CWF
Michels, Marcia—Broadway Vignettes ... AMF
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Michener, Ted—Michener ... SUN-CWF
Mifsud, Bill—Quiz Time ... DFS
Mii, Itsi—Record Levels ... MCF
Mikkelsen, Dahl—Ferd'nand ... UFS
Miko, Bob—Miko's Notebook ... MNS
Miles, John—Perkins ... RTS
Milkereit, Joanne—Nutrition Today ... CMF
Millar, Jeff & Bill Hinds—Tank McNamara ... UPS
Miller, Dick—Dick Miller New York, New York ... GAR
Miller, D.V.M., Dr. Frank—The Wonderful World of Animals ... CHR
Miller, Eugene—Your Medicare ... MLN
Miller, Frank—The Wonderful World of Animals ... KFS
Miller, Ina B.—The Look of Success ... CMF
Miller, Irma Ganz—Etc. & P.S. ... SA
Miller, Irma Ganz—Sports . . Postpaid ... SA
Miller, Irma Ganz—Soccer Shots ... SA
Miller, Loye—The Presidency ... NHN
Miller, R.A.—Better Bridge ... MLR
Milligan, Patsy—Olga Knows ... MLS
Milmoe, Eugene—Your Car ... LAT
Milner, Tom—Of Mice and Men ... DFS
Milts, Dr. Michael—Ask Your Vet ... CTN
Mindell, Earl—Know Your Vitamins ... IPS
Mink, Randy—Youth On the Go ... MIK
Mintz, Ed—CinemaScore ... IPS
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Mitchell, Craig—About Camping ... FET
Mitchell, Phyllis—Happier Living ... MIT
Mitchell, Phyllis—Phyllis Mitchell's Column ... MIT
Mitchell, Phyllis—Your Life and Mine ... MIT
Mockridge, Norton—Norton Mockridge ... UFS
Moldvay, Albert—Your Photos ... LAT
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Moor, Rev. N.R.H.—Faithfully Yours ... MCF
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Moores, Dick—Gasoline Alley ... CTN
Moran, Rick & Co.—All About N.Y. ... PAN
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Moreno, Pedro R.—Chris ... UCS
Moreno, Pedro R.—Big Feet ... UCS
Moreno, Pedro R.—Campus Laughter ... UCS
Moreno, Pedro R.—Cartoonology ... UCS
Moreno, Pedro R.—Lil' Debbie ... UCS
Moreno, Pedro R.—Lynette the Angel ... UCS
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Morgan, Gene—Losing Weight Is An Inside Affair ... RBN
Morgan, Neil—Morgan Journal ... CNS
Morgan Toya—In School On Planet Earth ... API
Mornay, Les—'Bout Sports ... WOR
Morris, Adele—Imagicians ... SUN-CWF
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Morris, Milt—Editorial Cartoon ... APN
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Morrissey, Elaine—Birthscope ... BIR
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Morse, Jane—The Penny-Wise Traveler ... KFS
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Moskowitz, Milton—Milton Moskowitz Column ... LAT
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Murphy, Frank G.—Faces In The News ... DIS
Murphy, Jack—Various Titles ... CNS
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Murray, Bill—All In the Family ... MFS
Murray, Bill—Black Giants ... MFS
Murray, Bill—Editorial Art ... MFS
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Murray, Bill—Word Game ... MFS
Murray, Carolyn S.—Your Home ... LAT
Murray, Jim—Jim Murray Column ... LAT
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Nagler, Monte—Picture This ... KAH
Naisbitt, Helen—Eppie, Your Hostess Helper ... API
Naisbitt, John & Susan Dooley—A Changing America ... PRI
Naylor, J.—Astrology ... SCI
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Neilan, Edward—Asia Memo ... CNS
Nelton, Sharon—Today's Compact Living ... RTS
Nesoff, Bob—Camping All Year Round ... MCN-GSM
Nesoff, Bob & Sandy—Traveling With Bob & Sandy Nesoff ... GSM
Nevins, Dan—Stanislaus ... DFS
Newman, Dr. Robert C.—For Women Only ... UFS
Newman, Stephen & Nancy Kramer—Getting What You Deserve ... DDS
Newton, Kathleen—Keeping Up With The Kids ... CMF
Nickens, Frank—Otto Sez ... HPS
Nicklaus, Jack—*Play Better Golf with Jack Nicklaus ... KFS
Nidetch, Jean—Thinking Slim ... SF
Niekarz, Tom—Do Your Own Thing ... UB
Nigh, Dr. Ed and Stark Research Co.—The Formula ... UPS
Nightingale, Gay—Indoor Gardening ... ITP
Nobbe, George—Real World ... KFS
Nobile, Philip—Uncommon Conversations ... UPS
Norkin, Sam—Sam Norkin ... NNB
Norris, Paul—*Brick Bradford ... KFS
Norris, Paul & Lyle Swigart—Geriatrix ... CNS
Noskiddle, Adrian—Wish I'd Said That ... DFS
Novak, Robert & Rowland Evans—Inside Report ... FNS
Nugent, Art—Uncle Art's Funland ... UFS
Nydick, David—You, Your Child and School ... DAN
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Oberleder, M. Ph.D.—Living With Age ... POS
O'Brian, Jack—Voice of Broadway ... KFS
O'Brien, Richard & Mort Gerberg—Koky ... CTN
O'Connell, Peter—Modesty Blaise ... LAT
Oertle, V. Lee—The RV Trail ... IPS
O'Flaherty, Terrence—Assignment Television ... CHR
O'Harra, Mary—It Occurs To Me ... CMF
Ohlsson, Ib—Ib Ohlsson's Editorial Art ... NIES
O'Sullivan, Joan—Living Today ... KFS
Olderman, Murray—Just Ask Murray Olderman ... NEA
Olderman, Murray—Sports Focus ... NEA
Oliphant, Pat—Pat Oliphant Cartoon ... UPS
Oliver—Opps ... NFS
Olivero, Lucho & Alfredo Grassi—*Gunner ... KFS
Olshan, Mort—Gold Sheet Highlights ... IPS
Olshan, Mort—Mort Olshan's College Forecast ... MOS
Olshan, Mort—Mort Olshan's Pro Forecast ... MOS
Omarr, Sydney—Astrological Forecast ... LAT
Orben, Robert—Jest For You ... COC
O'Riordan, Dr. William—Emergency Medicine ... IPS
Orloff, Ed—Here Tomorrow ... CRO
Orloff, Ed—Medicine Digest ... CRO
Orso, Bob—Just Once ... FET
Osborne, Robert—On Location ... HRS
Osol, Bernice Bede—Astro-Graph ... NEA
Osol, Bernice Bede & Elmarine Hanratty—This Week in Astrology ... NEA
Oswald, Jacoby & Alan Sontag—Bridge ... NEA
Ouellet, Jo—Wonderword ... UPS
Overgard, Wm. and Allen & John Saunders—Steve Roper ... FNS

P

Pacini, Le—One-Lining Sports ... FET
Pacini, Le—Special Moments in Sports ... FET
Palmer, Arnold—Palmer Method ... UFS
Palmer, Arnold—Tips From The Tour ... UFS
Palmer, Gary—The Coin Box ... CNS
Palmer, John & Jack Waugh—Crime Watch ... FET
Palmer, Paige—Fashion 'n Figure ... FAS
Palmer, Paige—World Wide Travel Advice ... FAS
Paquin, Jo—Premier Crossword Puzzles with Cryptoquips ... KFS
Parker, Brant & Don Wilder—Goosemeyer ... FNS
Parker, Brant/John Hart—The Wizard of Id ... FNS
Parker, Donna—Parody Press ... API
Parkolay, Joseph—Rocky ... DFS
Parnell, Dr. Francis W.—Your Health Matters ... FET
Partch, Virgil—Big George ... FNS

Paschen, Bernice—Crossword Puzzle ... SM
Pastoret, Phil—Barbs ... NEA
Patterson, Jas & Bob Cutter—Car Reports ... THG
Paschen, Bernice—Crossword Puzzle ... SM
Pastoret, Phil—Barbs ... NEA
Patterson, Jas & Bob Cutter—Car Reports ... THG
Patterson, Rob—Sounds ... NEA
Patterson, William—The Pet Parade ... PET
Paul, Jan—Around The House ... PAU
Paul, Jan—Books Around The House ... PAU
Paulus, John Douglas—On The Other Hand ... MCF
Paulus, John Douglas—Everybody's Business ... MCF
Paulus, John Douglas—Specialty Books ... MCF
Paulus, Mid—Beautiful Homes ... MCF
Paulus, Mid—Book Marks ... MCF
Paulus, Mid—Homebody Gourmet ... MCF
Payette, Virginia—Virginia Payette ... UFS
Payne, Dee—Calorie Conscious Cook ... FET
Peavler, Andy—Peavie's Teevie ... DFS
Pederson, Kern—Color This ... SM
Pederson, Kern—Just So Happened ... SM
Pederson, Kern—Little Farmer ... SM
Peirce, Neal R.—Neal Peirce Column ... WPW
Pennington, Ron—Curtain Calls ... HRS
Perin, Monica Wilch—Our Schools Today ... CMF
Perl, Susan & Dena Kaye—The Traveling Woman ... DDS
Perkins, Steve & Herskowitz, Mickey—Sports Hot Line ... UPS
Peterman, Gary & Roger Bollen ... CTN
Peters, Mike—Mike Peters ... UFS
Peterson, Clyde—C.P. Houston ... RTS
Peterson, Roy—Peterson Cartoons ... TSS
Petteys, Corrine—Bistrogonoffandon ... RIP
Petti, M., M.D. & Jud Hurd—Health Capsules ... UFS
Petty, Ryan—Secrets of A Successful Garage Sale ... CMF
Philcox, Fred—Would You Believe . . . ? ... CDF
Phillips, Greg—Grin And Repair It ... CMF
Phillips, Kevin P.—Kevin P. Phillips ... KFS
Pierce, Phil E.—Pungent Prayer ... PUN
Pinkerman, John—A Changing World ... NWS
Pinkerman, John—A Changing World (California Only) ... NWS
Pinkerman, John—Book Reviews ... NWS
Pinkerman, John—Changing World ... CNS
Pinkerman, John—Travel ... NWS
Pinkham, Mary Ellen—Mary Ellen's Helpful Hints ... NYT
Pinkley, Virgil—Write On ... CNS
Pipe, Eddie—Neverland ... API
Plagenz, George—Saints and Sinners ... NEA
Plympton, Bill—Plympton ... PLY
Polk, M.D. Irwin J.—Man And Medicine ... PAG
Pollan, Clay—Star Gazer ... MCN
Pollan, Clay—Scram-Lets ... MCN
Pollan, Clay—Horoscope ... MCN
Polt, Harriet—On Film ... CMF
Polt, Harriet—That's Entertainment ... CMF
Porter, Patrick—Omnibus ... DFS
Porter, Patrick—The Energy Workbook ... DFS
Porter, Sylvia—Your Money's Worth ... FNS
Posner, Jack—Capitol Comedy ... POS
Post, Howard—Dropouts ... UFS
Pound, Gomer—America's Songbag ... DFS
Poussaint, Dr. Alvin & Dr. James Comer—Getting Along ... UFS
Powell, Dwane—Dwane Powell ... LAT
Power, Al—Sports Quiz Cross ... YPT
Power, Dr. Lawrence—Food & Fitness ... LAT
Powers, Bob—Moneypavers ... CCM
Prentice, John and Fred Dickenson—*Rip Kirby ... KFS
Preston, Charles—The Observer Crossword Puzzle ... RTS
Preston, Charles—Quote-Acrostic ... LAT
Pretlow, Carol—Fashion Note ... CMF
Price, Elanor—All About Pets ... LAT
Price, James G., MD—Family Physician ... SF
Pugner, Mark—Wine Primer ... TAG
Pybus, Dorothy—Microwave Cook ... SUN-CWF
Pye, Larry—Freckles ... DFS
Pye, Larry—Libby ... DFS
Pye, Larry—Tiffany ... DFS
Pyle, Dolores—Your Horoscope Forecast ... PYL

Q

Qazi, Mahmood Ahmad—Alladin and His Magic Lamp ... PAK
Qazi, Mahmood Ahmad—Flower of Baqauli ... PAK
Qazi, Mahmood Ahmad—Sinbad ... PAK
Quart, Julie—Teleword ... UPS
Queen, Alan—Scientific Topics ... PWF
Queen, Bella A.—Education (Features) ... PWF
Queen, Robert I—News ... PWF
Quincy—Our Ancestors ... SF
Quinn, Jane Bryant—Staying Ahead ... WPW

R

Raden, Don & Ross, Ken—Selling Short ... UPS
Raden Don—Suburbia ... SF
Raduta, Henry & Max Bibber—Winnie Winkle ... CTN
Raeside, Adrian—Editorial Cartoon ... MIL
Rafferty, Max—Max Rafferty Column ... LAT
Raidy, William—Broadway ... NHN
Raidy, William—Firstnighter ... NHN
Rainovic, Al—Sportsworld ... DFS
Rainovic, Al—Sport Spot ... RGA-DFS
Ramos—*Spanish Crossword Puzzle ... KFS
Rand, Lester—Teen-Agers Say ... YOU
Rand, Lester—The Youthful Viewpoint ... YOU
Rand, Lester—Today's Teens ... YOU
Randal, Judith—Judith Randal ... PRI
Randall, Terri & Howard Goldstein—
From N.Y.C. That's Entertainment ... PAN
Rands, Howard—Fun Bug ... SM
Rands, Howard—Twitch ... SM
Rann, Larry—Les Cash ... CMF
Raskin, Lee—Sports Medicine ... FET
Raspberry, William—William Raspberry Column ... WPW
Rath, Douglas—Benchmarks ... CMF
R'church, Edward—The Other Side of Coin ... API
Rawls, S.C.—Scrawls Cartoons ... [illegible]
Raymond, Jim—Dean Young—*Blondie ... KFS
Rechin, Bill & Don Wilder—Crock ... FNS
Reed, Ed—Off The Record ... RTS
Reed, John—Michael—Tune In Tomorrow ... UFS
Reed, Rex—Rex Reed ... CTN
Reed, Sue—Samantha Reads Your Stars ... SF
Reeves, Richard—Richard Reeve's Column ... UPS
Rehns, Charles—Aid For the Handicapped ... REH
Rehns, Charles—Ancient Proverbs and Modern Relevancies ... REH
Rehns, Charles—Distillates of Random Thoughts ... REH
Rehns, Charles—Isn't It The Truth? ... REH
Rehns, Charles—The High Road To Business ... REH
Rehns, Charles—Tasty Tales ... REH
Rehns, Charles—Wisdom in the Street ... REH
Rehns, Charles—Harvest Time of Life ... REH
Rehns, Charles—Live Longer, Be Happy ... REH
Rehns, Charles—Winning Ways ... REH
Reilly, John—Book Talk ... ECS
Reitz, Jim—Things Your Mother Never Taught You ... UPS
Reston, James—Column-James Reston ... NYT-NS
Rhoades, Judith G.—You & Your Money ... CNS
Riblet, Carl, Jr.—Isn't It The Truth ... INO
Riblet, Carl, Jr.—Past 65 ... INO
Rice, Joe—Pee Wee's Pencil ... CNS
Richardson, Grace Lee—Kids' Jokes & Riddles ... DFS
Richardson, Grace Lee—Poems For Children ... DFS
Richardson, Grace Lee—Squiggles ... DFS
Richardson, J.V. & N. Dickson—Mathword Puzzle ... DFS
Richardson, Ken—The Billion Dollar Game ... CMF
Richey, Dorothy/Bosch/Rumsey—
Here's Your Chance! (young people) ... RBN
Richey, Dorothy & Noyes—Questions You've Asked About Travel ... RBN
Richey, Dorothy/Bosch, Patricia—Today's Woman
in Today's World ... RBN
Richey, Dorothy & Noyes—Dorothy Richey's Travel Talk ... RBN
Richey, Kenneth—The Lawyer Says ... RBN
Richman, Milton—Today's Sport Parade ... UPI
Richmond, Norman "Otis"—Cream Off The Top ... RIN
Ricky, Trick—Wordy Gurdy ... UFS
Richman, Milton—Today's Sports Parade ... UPI
Ricker, Dorothy—Teen Age Mail ... RIC
Riddle, Ned—Mr. Tweedy ... LAT
Ridgeway, Frank & Ralston Jones—*Mr. Abernathy ... KFS
Riesel, Victor—Inside Labor ... FNS
Rife, Joanne—Facetiousness is Rife ... DFS
Riggenbach, Jan—Backyard Bounty ... JAN
Righetti—Animal Ad Libs ... SCI
Righetti—Clint's Hints ... SCI
Righetti—Crypto Game ... SCI
Righetti—Handwriting Analysis ... SCI
Righetti—Horsin Around ... SCI
Righetti—Let's Talk About Today's Real Estate—Righetti ... SCI
Righetti—More For Your Money ... SCI
Reghetti—Needles & Pins ... SCI
Righetti—Pics Trix ... SCI
Righetti—Plant Talk ... SCI
Righetti—The Grape Press ... SCI
Righetti—Where You Live ... SCI
Righetti—Yard Yarns ... SCI
Righetti—You're The Detective ... SCI
Righter, Carrol—Carrol Righter Horoscope ... MCN
Riley, Walter—Dateline Washington ... DAT
Riley, Walter—The Farmer On Capitol Hill ... DAT
Riley, Walter—Farm News Briefs ... DAT
Rinaldi, Ann—One Woman's Voice ... PRI
Ringle, Judith—The French Disconnection ... CMF
Riordan, James—Rock-Pop ... RPT
Riordan, James—Rock-Trivia ... RPT
Risten, H. L.—Crossword ... EDC
Ritter, John—Lawyer's Viewpoint ... LEG
Ritter, John—Point of Law ... LEG
Ritter, John—You Be The Judge ... LEG
Rivers, Caryl—One Woman's Voice ... PRI
Robak, Warren—On the Rocks ... DFS
Robbens, Diane—Beauty Digest ... NEA
Robinson, Bruce—Sunsports ... BFS
Robbins, Dr. Albert—Diet & Health Forum ... JDL
Robbins & Associates—Crown Short Takes ... CRO
Roberts, Joe—Records & Tapes ... FET
Robinson, Jerry—Flubs & Fluffs ... CWS
Robinson, Jerry—Life With Robinson ... CWS
Robinson, Lisa—Rock Talk ... FNS
Robinson, Robin & Kay Chorao—Robin's World ... PRI
Roblin, C.—Tex Benson ... SCI
Roche, John P.—A Word Edgewise ... KFS
Roche, Ruth—Flamingo ... PF
Rochette, Edward C—Coin Roundup ... LAT
Rockmore, Milton—How To Make Extra Money ... ROC
Rockmore, Milton—The View From The Top ... ROC
Rodewalt, Vance—Editorial Cartoon ... MIL
Rodriguez, Charles—Charlie ... CTN
Roebuck, Nancy—What's IN in Interiors ... DFS
Rogers, Dick—Johnny Wonder ... UFS
Roman, John—Gunther ... MCN
Romita, John/Stan Lee—The Amazing Spider-Man ... RTS
Roosevelt, Edith Kermit—Beyond The Known ... ROO
Rooney, Andy—Andy Rooney ... CTN
Roschkov, Vic—Roschkov Cartoons ... TSS
Rose, Sheldon—MODmor List ... JPS
Rose, Sheldon—Programmers Service ... JPS
Rose, Sheldon—Rockasters Listers ... JPS
Rosenbaum, Mary Helene—Crossroads ... CMF
Rosenbaum, Dr. Ned & Mary Helene—Many Mansions ... CMF
Rosenblum, Robert—Better Bridge ... CNS
Ross, Ken & Raden, Don—Selling Short ... UPS
Ross, Martin J.—A Good Book to Read ... LAW
Ross, Martin J.—Law Briefs for Business ... LAW
Ross, Martin J.—Landmark Decisions ... LAW
Ross, Martin J.—Letters From Dad ... LAW
Ross, Martin J.—People and Problems ... LAW
Ross, Martin J.—The Law Brief ... LAW
Ross, Martin J.—The Law Clinic ... LAW
Ross, Sherwood—Law And Order ... LAO
Rossiter, Al, Jr.—Science Today ... UPI
Roth, June—Special Diets ... ROJ
Rothkirch, Dr. Edw. von—Junk Or Treasure ... API
Rothman, L.—Medi-Quiz ... CMF
Rowan, Carl T—Carl Rowan ... FNS
Rowen, Hobart—Economic Impact ... WPW
Rubinsteen, Jason—Adventure Travel ... CMF
Rukeyser, Louis—Louis Rukeyser Column ... MCN
Rumsey/Richey/Bosch—HERE'S YOUR CHANCE! (young people!) ... RBN
Runyon, Betty—Hang-ups ... API
Rupe—Freddy ... FNS
Rusher, William—The Conservation Advocate ... UPS
Russell, Buck—Sportsman's World ... DFS
Russell, Mark—Mark Russell Column ... LAT
Russell, Richard—Can You Explain It? ... ELA
Ruth, Philippa—'Bout Books ... WOR
Rutman, Kenneth—Kenneth Rutman Column ... NWB
Ryan, Steve—Puzzle Cards ... CNS
Ryan, Steve—Zig-Zag ... CNS
Ryan, Tom K.—Tumbleweeds ... UFS

S

Sack, Steve—Cartoons ... CNS
Sackler, Arthur M. M.D.—One Man . . . And Medicine ... IMTS
Safire, William—Essay ... NYT-NS
Sagendorf, Bud—*Popeye ... KFS
St. John, Binaca—The Wine Rack ... MCN
St. John, Tracy—Word Cage ... SF
St. John Jackson, Dorothy—Your Handwriting Tells ... CNS
St. Michel, Jean Paul—Home of Your Own ... LAT
Sajem, Johnny—Seaweed ... API
Sajem, Tutor—Toon ... API
Saksena, Madge—Ask Aunt Madge ... ASK
Salmon, Ray—The Little Man ... SAL
Saltz, Donald—Check Your Knowledge ... QUF
Saltz, Donald—Memory Quiz ... QUF
Saltz, Donald—Trivia Quiz ... QUF
Saltzberg, Melinda, R.D., M.D.H.—Nutrition for You ... IMTS
Sander, Fay—Party Guide ... CMF
Sanders, Bill—Sanders ... FNS
Sanderson, Jim—Liberated Male ... SFI
Sansom, Art—The Born Loser ... NEA
Sargent, Ben—Ben Sargent ... UFS
Sargent, David R.—Successful Investing ... LAT
Sarkesian, Barbara—Looking Backward ... CMF
Sartin, Janet—Janet Sartin On Beautiful Skin ... DDS
Sasso, Joey—Inside TV ... MCN
Sattler, Warren—Grubby ... SM
Saunders, Allen & John & Ken Ernst—Mary Worth ... FNS
Saunders, Allen & John & Wm. Overgard—Steve Roper ... FNS
Saunders, Fritchie—For a Happy Life ... HC
Saxe, Kathleen—Word Game ... UFS
Scaduto, Al & Bob Dunn—*They'll Do It Everytime ... KFS
Scalzitti, Clem—Big Brother ... DFS
Schaaf, Miv—Things ... SCH
Schaaf, Miv—You Know You Love Them When ... SCH
Schacht, Henry—Agri-Business ... CHR
Schackelman, Joseph—A. The Self-Value Key ... HSA
Schackelman, Laura—Low Calories & Low Cost Recipes By Lon ... HSA
Schaefer, Eric—The Practical Investor ... SCE
Schaeffer, Carole—Gourmet Garden ... ART
Scheuer, Stephen H.—TV Key Previews—TV Mailbag—TV Keynotes ... KFS
Scheuer, Steven H.—Soap Opera Scene ... KFS
Schlafly, Phyllis—Phyllis Schlafly Column ... CNS
Schlensker & Granbery—Buz Sawyer ... KFS
Schlessinger, Dr. Laura—Closer Encounters ... CNS
Schmidt, Walter—Dear Anybody ... API
Schneider, Dr. Gerald—The Art Collector Investor ... API
Schneider, Howie—Bimbo's Circus ... UFS
Schneider, Howie—Eek & Meek ... NEA
Schorer, Brint, Jr—The Tiny Times ... TIN
Schorr, Bill—Schorr ... CTN
Schreiber, Joanne—Stitchin' Time (sewing) ... NEA
Schroeppel, Richard—Bible Verses Illustrated ... DFS
Schroeter, Bob—*Laugh Time ... KFS
Schulian, John—John Schulian ... UPS
Schultz, Hunter N.—How To Be A Good Photographer ... KNF
Schultz, Dr. Whitt N.—How To Be A Top-Notch Salesman ... KNF
Schultz, Dr. Whitt N.—How To Be Creative! ... KNF
Schultz, Dr. Whitt N.—How To Be A Money Making Manager ... KNF
Schultz, Dr. Whitt N.—How To Communicate With Success ... KNF
Schultz, Dr. Whitt N.—How To Enjoy Your Travels! ... KNF
Schultz, Dr. Whitt N.—How To Get More Fun Out Of Life ... KNF
Schultz, Hunter N.—How To Keep Your Car In *Mint* Condition ... KNF
Schultz, Whitt N.—How To Manage Stress! ... KNF
Schultz, Whitt N.—How To Motivate Yourself ... KNF
Schultz, Dr. Whitt N.—How To Use The Gold Mine Between
Your Ears ... KNF
Schultz, Dr. Whitt N.—How You Can Make More More Money ... KNF
Schultz, Dr. Whitt N.—How To Speak Successfully! ... KNF
Schultz, Dr. Whitt N.—How To Write Well ... KNF
Schultz, Dr. Whitt N.—Life Begins at 60 ... KNF
Schultz, Charles M.—Peanuts ... UFS
Schumeister, James—Levy's Law ... NEA
Schwadron, Harley—Business As Usual ... API
Scott, Frances—A Woman Like You ... BAS
Scott, Frances—Fact or Fantasy ... BAS
Scott, Frances—Faith Fortune, Confidential Counselor ... BAS
Scott, Jerry & Rick Kirkman—Copps & Robberts ... SWF
Scott, Niki—Working Woman ... UPS
Scott, Paul—Scott Report ... AMW
Scott, Vernon—Scott's World ... UPI
Scott, Vernon—TV Profile ... UPI
Seff, Dr. Phil & David Baer—Our Fascinating Earth ... FNS
Segal, Robert E.—One Man's Opinion ... SAF
Seeger, Francis M.—What About Drinking ... DFS-DMS
Seibert, James—Seibert On Backgammon ... CNS
Seizer, Bob—Sports Cast ... HRS
Sellers, Paul—Eb and Flo ... UFS
Senich, Mike—"The Katzenjammer Kids ... KFS
Shales, Tom—On the Air ... WPW
Shallit, Dr. Joel—Sky Capers ... DFS
Shallman, Bern—Kitchen Cynic ... AMF
Sharif, Omar & Goren, Charles—Goren on Bridge ... CTN
Sharman, Chuck—Salt Chuck ... HF
Sharp, Hal—Sportsman's Digest ... LAT
Sharpe, Constance—Horoscope ... MIL
Sharpe, Jerry—Country Beat ... CF
Shaw, Ned—It's A Natural Fact ... NAT
Shearer, Cody & Maxwell Glen—Here And Now ... FNS
Shearer, Ted—Quincy ... KFS
Shearer, Virginia—Second Thoughts ... FET
Shedd, Dr. Charlie—How To Stay in Love ... UPS
Sheehan, Larry & Red Wexler—Soccer ... KFS
Sheerin, C.S.P., Rev. John B.—Sum and Substance ... NCF
Sheffer, Eugene—Crossword Puzzle with Cryptoquips ... KFS
Sheinwold, Alfred—Sheinwold On Backgammon ... LAT
Sheinwold, Alfred—Sheinwold On Bridge ... LAT
Shelton, Gilbert—Fat Freddy's Cat ... RIP
Shenk, Mike—Weekly Crossword ... EXM
Shepard, Timothy G.—"The Weather And You" ... INO

FEATURES BY AUTHORS

Sheppard, Eugenia—Inside Fashion ... FNS
Sheridan, Sarah—Recipe ... EDC
Sherrod, Jane—Modern Etiquette ... SCI
Sherrod, J.—Modern Sherlock Holmes ... SCI
Sherrod, Jane—Famous Recipes ... SCI
Sherrod, Jane—Teenage Driving Tips ... SCI
Sherrod J.—Test Yourself ... SCI
Sherwood, Don—Return With Us Io ... CNS
Shields, Jerry—Staying Alive ... API
Shirvanian, Vahan—No Comment ... KFS
Shoemaker, Sharon—Face It ... ASC
Shropshire, John H.—All About Horses ... SHR
Shull, R.K.—Shull's Mailbag ... IPS
Siegel, Sylvia—Energy Line ... CMF
Sidey, Hugh—Hugh Sidey ... UPS
Silk, Leonard—Economic Analysis ... NYT-NS
Simonsen & Berthel—Junior Editors ... APN
Sims, Edward H.—Special Interview Article ... EDC
Sims, Lydel—Watch Your Language ... CF
Sims, Mrs. Hugo Sr.—Louisa's Letter ... EDC
Sinclair, Jeff—Libby ... KAT
Singer, Joy & Marlies Wolf—Women at Work ... FET
Singer, Kurt—Household Repair Dictionary ... SBP
Sinor, John—John Sinor Column ... CNS
Sixta, George—Rivets ... FNS
Skiena, Steven—Computer Picks the Pros ... COM
Skinner, Sam—Black Sports ... BPS
Sleed, Joel—Travel ... NHN
Sloan, Robin Adams—*The Gossip Column ... KFS
Sloane, Bob—Going Our Way ... STR
Sloan, Eric—Do! Household Hints of Today & Yesterday ... CMF
Sloane, Martin—Supermarket Shopper ... UFS
Slover, Brook—Sport Spots ... RGA
Smart, Bee—Taking the Mystery Out of Cancer ... FSF
Smith, Al—Mutt & Jeff ... MCN
Smith, Al—Life In The Suburbs ... SM
Smith, Al—Rural Delivery ... SM
Smith, Cecil—Cecil Smith Television Column ... LAT
Smith, Jack—Time Of Your Life ... UFS
Smith, Dr. Lendon H.—The Children's Doctor Answers Your Questions ... EXM
Smith, Joe Kingsbury—*Kingsbury Smith ... KFS
Smith, Leslie—Caring (pet column) ... CMF
Smith, Liz—Liz Smith Column ... CTN
Smith, Marya—Note From The Suburbs ... CMF
Smith, Mr. & Mrs.—Smith Family ... UPS
Smith, R.E.—Privacy ... DDS
Smith, Red—Sports Of The Times ... NYT-NS
Smith, Scott—O'Malley's Law ... FET
Smith, Stan—*Stan Smith's Tennis Class ... KFS
Smolar, Boris—Between You and Me ... JTA
Smythe, Reggie—Andy Capp ... FNS
Snyder, Jimmy—Jimmy The Greek ... FNS
Sobol, Donald—Encyclopedia Brown ... UPS
Sobol, Donald J.—Two Minute Mysteries ... TM
Sobran, Joseph—Joseph Sobran Column ... LAT
Solis-Cohen, Lita—Antiques ... ART
Solod, Fredi—Is Anyone Listening? ... CMF
Solomon, Goody—Goody Solomon ... PRI
Solomon, Neil, M.D., Ph.D.—Dr. Neil Solomon ... LAT
Sonstein, Bill—On Wines ... SON
Soth, Lauren—Food and Agriculture Affairs ... RTS
Sott, Donna—My Grandma ... KFS
Sousa, John Philip—Various Titles ... CNS
Spatz, David J.—Castinotes ... ASC
Spears, Jackie & Fortuna, Michael—Penny Thoughts ... AF
Stanton, Peggy—One Woman's Voice ... PRI
Stansbury, Herb—Smart Chart ... LAT
Stapley, Ray—Your Car ... TSS
Stare, Frederick, M.D./Dr. Beth Whalen—Food and Your Health ... FNS
Starr, Leonard—Annie ... CTN
Stayskal, Wayne—Stayskal ... CTN
Stees, John—Another View ... UFS
Stees, John—The Bosleys ... UFS
Steif, William—The U.S. and You ... NEA
Steif, William—What You've Got Coming in Social Security & Medicare ... NEA
Stein, Ed—Stein's Cartoons ... NEA
Stein, Herbert—The Economy Today ... UFS
Stein, Jane—One Woman's Voice ... PRI
Steiner, Paul—Trivia I.Q. ... CF
Steincrohn, Peter J., M.D.—Stop Killing Yourself ... MCN
Steitz, Phil—In The Pits ... ART
Stephen, Beverly—Options ... CTN
Sterling, Bryan—Will Rogers Says ... RTS
Stern, Bonnie—At My Table ... SUN-CWF
Stevens, Gary—Mighty Mature ... SAG
Stevens, Mark—Small Business ... STE
Stevens, Mark—Tax Tips ... STE
Stewart, D.L.—Off The Beat ... ASI
Stiles, Chuck—Editorial Cartoon ... SM
Stiles, Chuck—Village Square ... SM
Stockholm, Arnie—Arnie ... SCI
Stone, Jack & Joan Hendrickson—Matchmaker-Matchmaker ... API
Strange, E. Z.—Citizens On Radio ... CRO
Strauss, Jack—What's The Law? ... UFS
Strong, Margaret & Lois Libien—How ... CTN
Stroud, M. F.—Book Reviews (Children's) ... FEA
Stuchkus, L.—Chips Place ... RGA-DFS
Sudduth, C.—Dear Colleen ... CSP
Suglia, Augustus and Bloodgood, John D.—Your Home—Build and Improve ... KFS
Sullivan, Ed—Priscilla's Pop ... NEA
Sulzberger, C. L.—Foreign Affairs ... NYT-NS
Summer, Anita—Anita Summer's New York ... SUM
Summers, William & Jim Ivey—Thoughts of Man ... CTN
Sutherland, Donald—Picture It ... FET
Sutton, Horace—Of All Places ... FNS
Swan, Paul—It's The Truth (Facts) ... SCI
Swanson, George O.—*The Flop Family ... KFS
Swede, Paul—Sunday Laughs Male Cartoons ... SCI
Sweet, A.P.S.—Storiettes ... API
Swenson, Allan A.—Gardening Series ... NEA
Swiller, Dr. Arnold—Growing Up Today ... CMF
Swindle, Larry—The Last Hero: A Biography of Gary Cooper ... DDS
Swisher, Billy—Li'l Kiska ... RGA-DFS
Swigart, Lyle & Paul Norris—Geriatrix ... CNS
Sytsma, Curt—Curt Sytsma Column ... RTS
Szep, Paul—Paul Szep ... UPS

T

Tabor, Frank—Barnstormers ... API
Tanenbaum, Rabbi Karl—Religious Commentary ... SAF
Tarr, Yvonne Young—Diet Gourmet ... LAU
Tarr, Yvonne Young—Quick Gourmet ... LAU
Taylor, Jon M.—Making It ... TAJ
Taylor, Henry J.—Henry J. Taylor ... UFS
Taylor, Lillian—Why Be Bored? ... TAY
Teepen, Tom—Tom Teepen Commentary ... ASI
Teison, Herbert—Travel Smart ... CMF
Templeton, Ben & Forman, Tom—Mortley's Crew ... CTN
Templeton, Ben & Tom Foreman—Prime Time ... CTN
Templeton, Ben & Tom Foreman—Sporting Life ... CTN
terHorst, J. F.—J. F. terHorst ... UPS
Terrell, Jim—Jim Terrell Column ... ZEC
Terrell, Jim—Mem-ohs ... ZEC
Teitelbaum, Eric & Bill—Drawn Out ... LAT
Teri—The Women ... ARU
Thaves, Bob—Frank and Ernest ... NEA
Thimmesch, Nick—Nick Thimmesch Column ... LAT
Thomas, Helen—Backstairs at the White House ... UPI
Thomas, Richard—Roll Call Report ... ROL
Thomas, Ronald E.—About Tools ... FET
Thornton, Robert—Nit Wit ... THF
Thornton, Robert—Robert's Rules ... THF
Thourlby, William—You Are What You Wear ... UPS
Thrash, Agatha M.—Simple Remedies and Preventive Medicine ... SPM
Thurmond, Mrs. J. Strom—Parenthood Guidebook ... EDC
Tiajclifl, Y. L.—Have You Met ... NPS
Tiede, Tom—Tom Tiede/National Correspondent ... NEA
Tippit, Jack—Amy ... RTS
Tippet, Jack & Don Trachte—Henry ... KFS
Tobin, Don—Little Woman ... KFS
Tokoda, Miskrit—World of Books ... RBN
Tower, Samule—Stamps ... NYT
Trachte, Don & Jack Tippet—Henry ... KFS
Trag, Gordon—Solve-A-Problem ... SCI
Trag & Engleman—Juvenile Pictures ... SCI
Trag, W.—Color The Drawing ... OPS
Trag, W.—Drawing Is Fun ... SCI
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V

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Antiques Appraisal Clinic—1tw-400-orp/id/DF/DNS—Charles Carroll ... CRO
Auto Album—1tw-200/300-ocra/mail/man/C12/id/P199—Tad Burness ... UFS
Collector's Corner—1tw-21x4¼"-wire/DF/DNS/mail/man/id/C12/P199—Thomas A. Bateson ... UFS
Collector's Item—1tw-450-mail-wire—John Hearn ... TSS
Gray Boone On Antiques—1tw/cont-500-mail/DF—Gray Boone ... ANT
Junk or Treasure—1tw-500-orp—Dr. Edward von Rothkirch ... API
Know Your Antiques—1tw-550-mail/C12/DF/DNS/igp—Ralph & Terry Kovel ... RTS
Numismotes—1tw/cont-var-man/C12/mail—W. Sachs Gore ... PTF
The Art Collector/Investor—1tw-750-orp—Dr. Gerald Schneider ... API
***The Billion Dollar Game**—1tw-600-orp/C12/P199/mail/wire—Ken Richardson ... CMF
The Christian Science News and Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ... RTS

3—ASTROLOGY/GRAPHOLOGY/BIORHYTHM

Astro Analysis—1tw-2c/2lx10¼"-mail/orp—Sonia McGinnis ... MOR
Astro*Graph—dS-10x12"-orp/mail/C12/P199/wire/DF/DNS/id—Bernice Bede Osol ... NEA
Astrological Forecast—7tw/1tw-600-orp/C12/P199/man/DNS/DF—Sydney Omarr ... LAT
Astrology—1tw-500-orp—J. Naylor ... SCI
Bio-Dex—7tw-orp—Ken Michaels ... SUN-CWF
Birthscope By Elaine—7tw-200-man/mail—Elaine Morrissey ... BIR
Can You Explain It?—1tw-500-orp-mail—Richard Russell ... ELA
Crowley's Horoscope—1tw-9½x13"-orp-mail—B. J. Crowley ... EDC
Handwriting Analysis—1tw-250-orp/id—Righetti ... SCI
Horoscope—m-ps-mail—Constance Sharpe ... MIL
Horoscope—7tw-700-orp/DF/DNS—Carrol Righter ... MCN
Horoscopes For Pets . . .—1tw-500-mail—Lady Cassandra ... AST
Jeane Dixon's Horoscope—7tw-600-C12/P199/man/DF/DNS/orp—Jeane Dixon ... LAT
Jean Dixon's Predictions—sea-600-C12/P199/man/DF/DNS/orp—Jeane Dixon ... LAT
Joyce Jillson Horoscope—7tw-700-C12/DF/DNS—Joyce Jillson ... CTN
Olga Knows—1tw-19x10"-orp—Patsy Milligan ... MLS
Samantha Reads Your Stars—1tw-600-orp-mail—Sue Reed ... SF
Star Gazer—7tw-19x10½"-orp/mail/wire ... TVC
Star Stanzas—m-var-man-orp-mail—Selma Glasser ... GLA
Star Tracking—7tw-300-DF/DNS/C12—Jeanne Avery ... FNS
Star Watch—1tw-650-orp-mail-DF-DNS—Jay Michael ... CNS
Starscope—1tw-20x9½"-orp—Clare Annswell ... SM
The Christian Science News and Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ... RTS
The World Through The Eyes Of A Psychic—1tw-500-orp—Sylvia Brown ... API
This Week In Astrology—S-hps-tps-qps-pt-hpt-orp-mail—Bernice Bede Osol ... NEA
Weekly Biorhythms—1tw-orp—Ken Michaels ... SUN-CWF
Weekly Horoscope—1tw-15x9"-orp—Clay Pollan ... MCN
Your Birthday—6tw-600-wire/DF/DNS/mail/man/orp/C12/P199—Stella Wilder ... UFS
Your Handwriting Tells—2tw-2c/250-id/orp/mail/DF/DNS—Dorothy St. John Jackson ... CNS
Your Horoscope Forecast—1tw-500-man—Dolores Pyle ... PYL
Your Horoscope Guide—1tw-600-orp/mail/DF/DNS—Gina ... CNS
Your Individual Horoscope—7tw-500-orp/C12/wire—Frances Drake ... KFS
Your Lucky Stars—1tw-500-man/ocra/mail—Diana Dee ... DFS
Your Personal Biorhythms—7tw-22x5"-orp—Bernie Gittelson ... UPS
Your Stars This Week—1tw-750-wire/DF/DNS-mail-man-orp-C12/P199—Stella Wilder ... UFS
Your Week Ahead Horoscope—1tw-22.6x6"-orp—Florence Cotter ... CSP

4—AUTOMOTIVE

Auto Album—1tw-200/300-ocra-mail-man-C12/P199-id—Tad Burness ... UFS
***Auto Safety**—occ-800-orp/C12/P199/wire/mail—Clarence Ditlow ... CMF
***Auto Talk**—m-700-C12/P199/mail/wire—Joyce Kinnard ... CMF
Car Care Not Line—cont-750-man/mail—David Hornblower ... CCL
Car Cartoons—7tw-var-orp—Various Artists ... SCI
Car Keys—1tw-spv-orp-id—B. Woody ... OPS
Car Reports—occ-2500-man-igp—Bob Cutter/Jas Patterson ... THG
Caring For Your Car—1tw-500-C12/P199/man/DF/DNS/id—Ray Hill ... LAT
Driving & Cars—1tw-650-man—Clifford Gromer ... FET
How To Take The Fun Out Of Driving—cont-var-orp—Dick Harris ... HAA
Knight News Wire—7tw-var-wire/DF/DNS ... CTN
***Lemon Of the Week/Month**—1tw-1tm-700-C12/P199/mail/wire—Various ... CMF
Let's Talk About Your Car—1tw-400-man—Ray Hite ... ECS
Motor Talk—1tw-500-C12—Fred W. Kline ... CAP
Motor Tips—1tw-ps-orp-id—Various Authors ... OPS
New Car Test Reports—1tw-450-man/igp/mail—Doyle K. Getter ... AUT
Novice Auto Mechanic—1tw-ps-orp/id—A. House ... SCI
On Wheels—1tw-500-man-mail—Michael Lamm ... OWS
Teenage Driving Tips—1tw-500-orp—Jane Sherrod ... SCI
The Gas Pump—1tw-11x4"-orp—Staff ... CSP
The Los Angeles Times/Washington Post News Service—d-var-wire/DF/DNS ... LTWP
The Steering Column—1tw-1000-man-igp—Bob Cutter ... THG
Wheels—5tw-700-C12/mail/wire/DF/DNS—Various ... UPS
Wheels—1tw-300-orp—Ray Hite ... ECS
You and Your Car—m-25x50"-orp/mail/wire ... TVC
Your Auto and You—1tw-450-man/mail/igp—Doyle K. Getter ... AUT
Your Car—1tw-700-id-mail-wire—Ray Stapley ... TSS
Your Car—1tw-500-C12/P199/man/DF/DNS—Eugene Milmoe ... LAT
Your Car and You—1tw-ps-orp-id—F. Treadgold ... OPS
Youth Parade—1tw/S-600-igp—Reba & Bonnie Churchill ... CAI

5—BEAUTY

***A New You**—3tw-700-id/C12/orp/wire—Emily Vulkens ... KFS
Ask Jennifer—2tw-500/C12/P199/man/DF/DNS—Jennifer Anderson ... LAT
Australian Home Journal—m-ps-orp-id—From Australia ... OPS
Australian Women's Weekly—m-ps-orp-id—From Australia ... OPS
Beauty—2tw-300-man/C12/mail/igp—Lydia Lane ... LLS
Beauty Bits—7tw-750-orp-mail—Nancy Lane ... WOR
Beauty Digest—1tw-300-orp/mail/C12/P199/wire/DF/DNS—Diane Robbens ... NEA
Beauty Is . . .—1tw-100/var—Lucille Bouchard ... BOU
Beauty Page—1tw-1000-var-man/id/ing—M.J. Cahill & L. Bliss ... TFS
Beauty Spot—1tw-500-id-wire-mail—Eleanor Fulcher ... TSS
Cleo Magazine—m-ps-orp-id—From Australia ... OPS
Countdown—1tw-600-man—Linda Cochran ... FET
Face It—1tw-700-man/mail—Sharon Shoemaker ... ASC
Fashion—1tw-600-orp/mail/C12/P199/wire/DF/DNS/igp/id—Ellie Grossman ... NEA
Fashion—1tw-600-orp/mail/C12/P199/wire/DF/DNS/igp/id—Rosette Hargrove ... NEA
Fashion, Face & Figure—1tw-var-wire/DF/DNS-mail-man-C12/P199—Florence DeSantis ... UFS
Fashion 'N Figure—1tw-5x7"-igp-mail—Paige Palmer ... FAS
First Impressions—1tw-700-man—Anita Gates ... FET
Hair Care—1tw-3c2"-orp—Carole Bently ... ITP
Imagicians—1tw-hpt-orp-igp—Adele Morris ... SUN-CWF
Look . . . and Feel . . . Your Best—1tw-3tw/var/orp/id/igp—Paul Bernstein (Mr. Physical Fitness) ... RBN
Looking Great—1tw-800-man/id/mail—Gloria Lintermans ... IPS
Losing Weight Is An Inside Affair—2tw/var/orp/man/mail—(Mr.) Gene Morgan ... RBN
Miracle Cosmetics—1tw-ps-orp—A. House ... SCI
Model's Notebook—1tw-550-igp-C12-orp-mail-DF-DNS—Cate Tuttle ... CNS
NOW!—3tw-10c12"-orp/mail-id—Gene Loyd ... RTS
Paula Royce Graham—cont/m-500/var-man/igp/mail—Paula Royce Graham ... GPR
Sew Simple—1tw-550-mail/C12/DF/DNS/id—Eunice Farmer ... RTS
Shirley Lord—3tw-650-DF/DNS/C12—Shirley Lord ... FNS
Spadea Hair—1tw-18xvar/9xvar-orp/id ... SPS
Stay Young!—5tw/cont/var/orp/man/mail—Michelle McGarrett ... RBN
Test Yourself—1tw-ps-orp/id—J. Sherrod ... SCI
Thinking Slim—1tw-500-orp-mail—Jean Nidetch ... SF
Weekly Feature Package—1tw-16-24 features-various lengths-mail-DNS ... FA
Why Grow Old?—6tw-550-mail/C12/DF/DNS/igp—Josephine Lowman ... RTS
You & Yours—m-ps-orp-id—From Australia ... OPS
Your Fashion Image—sea-6x4"/var-igp—Charlotte Wilkinson ... YFI
Youth Parade—1tw-450-igp-mail—Reba & Bonnie Churchill ... CAI

6—BOOKS

A Good Book To Read—6tw-500-man/mail—Martin J. Ross ... LAW
About Books—1tw-800-orp/mail/C12/P199/wire/DF/DNS/igp—American Library Association ... NEA
Best Sellers—1tw-var-wire—Staff ... UPI
Book Affair—1tw-500-C12—Michael Williams ... CAP
Booklook—1tw-var-man/mail—Helen Ashmore ... BOK
Book Marc—1tw-var-man—Marc Drogin ... BKM
Book Marks—1tw-1000-man-orp—Mid Paulus & Reviewers ... MCF
***Book News**—1tw-500/1500-orp/C12/P199/mail—Various ... CMF
Book Review—1tw-var-orp-igp—Robert X. Adams ... FEA
Book Reviews—1tw-var-wire-DNS—William Laffler ... UPI
Book Reviews—m-var-orp-igp—M.F. Stroud ... FEA
Book Reviews—2tw-50/500-C12-orp-mail-DF-DNS—Various Authors ... CNS
Book Shelf—occ-500-man—Jeff Lee ... SA
Book Talk—1tw-350-orp—John Reilly ... ECS
Book Talk—1tw-500-man—Myrna Grier ... ITP
Book World Service—1tw/sup/mail ... WPW
Books Around The House—m-250-500-man-mail—Jan Paul ... PAU
Books In Review—occ-500-man—Staff ... IMN
Books of the Week—1tw-500-man—Norman Austin ... HIS
BookViews—1tw-750-1000-mail—Alan Caruba ... INP
'Bout Books—7tw-500-orp-mail—Phillipa Ruth ... WOR
Canadian Book Bestseller List—1tw-2cx6"-mail-wire—Staff ... TSS
Canadian Paperback Bestseller List—1tw-2cx6"-mail-wire—Staff ... TSS
Concise Book Reviews—m-var-orp—David Fanes ... FAR
Cookbook Review—1tw-600-ocra-orp—Parris Green ... TAG
Cream Off The Top—1tw-hpt-mail—Norman "Otis" Richmond ... RIN
Gael Greene Column—occ-var-mail—Gael Greene ... NNB
Knight New Wire—7tw-var-DF/DNS ... CTN
Know Your Antiques—1tw-550-mail/C12/DF/DNS/igp—Ralph & Terry Kovel ... RTS
Lifestyle Package—w-var-wire—Staff ... UPI
Making It—occ-1000/var-man—Jon M. Taylor ... TAI
Newsfeature—7tw-500/1500-wire/DF—Various ... REU
Paperback Guide—1tw-650-mail/DF/orp—Martin Levin ... APN
Parade of Books—1tw-300-600-C12/wire—Robert Hollenbeck ... KFS
Rated G—occ-600-man/id/var/orp/mail—Lucinda ... NPS
Reader's World—1tw-800-man—Arthur Brickman ... dRI
***Reviews**—1tw-500/1500-orp/C12/P199/mail/wire—Fred Cody ... CMF
Sid Ascher's World—1tw-750-man—Sid Ascher ... ASC
Specialty Books—2tw-1000-orp/man—J.D. Paulus ... MCF
Teen Squawk—1tw-500-man/mail—April Anastasi ... ASC

The Arts—1tw-700-mail—Robert Fulford ..... TSS
The Christian Science News And Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
The Los Angeles Times/Washington Post News Service—d-var-wire/DF/DNS ..... LTWP
The Reviewer (Books-Tapes-Records)—Various Authors ..... API
Victor Wilson Column—2tw-600-wire/DF/DNS—Victor Wilson ..... NHN
Weekly Feature Package—1tw-16-24 features-various lengths-mail—DNS ..... FA
What's Up—1tw-600-orp/mail/C12/P199/wire/DF/DNS/igp—Staff ..... NEA
World Of Books—1ttw/var/orp/man/mail—Miskrit Tokada ..... RBN
Zane Grey's Best Short Stories & Books—1tw-ps-bl-orp ..... OPS

7. BUSINESS

A Changing America—1tw-750-DF-mail-man—John Naisbitt & Susan Dooley ..... PRI
About Real Estate—1tw-550-mail/C12/DF/DNS—Don Campbell ..... RTS
Academic Viewpoint—5tw/S-var-man-C12/id/mail—Various ..... ANS
Advertising Basics—1ttw/m-600/1000-man—Hal Betancourt ..... BET
Agri-Business—1tw-750-C12/mail—Henry Schacht ..... CHR
Alice Widener Column—3tw-600-man—Alice Widener ..... USA
Almighty Dollar—1tw-orp—Lo Linkert ..... FET
Big Boss & Co.—1tw-21x4"-hps/tps/qps/pt/hpt/orp/mail—Richard Davies ..... CMF
Business and the Stock Market—1tw-600-mail—Staff ..... PFB
Business Outlook—2tw-var-mail—J. A. Livingston ..... FNS
Business Today—d-var-wire-DNS—Staff ..... UPI
Business in Review—1tw-var-wire-DNS—Staff ..... UPI
Business Wire Newsletter—m-1000-mail—Staff ..... BUS
Canadian Business—5tw-400-mail-wire—Jack McArthur ..... TSS
Canadian Business Report—4tw-500-mail—John Meyer ..... TSS
Careers—3tw-450-man/C12/ocra/P199/DF/DNS/mail—Joyce Lain Kennedy ..... SFI
***Computer World**—1tw-800-orp/C12/P199/wire/mail—Howard Karten ..... CMF
Consolidated Enormous—1tw-orp—Bob Zahn ..... FET
Count Your Change—3tw-600/700-orp/mail/man/C12/P199/DF/DNS—John Dorfman ..... UFS
Cut Your Own Taxes And Save—sea-var-orp/mail/C12/P199/wire/DF/DNS—Ray De Crane ..... NEA
Daily Investor—5tw-600-wire/DF/DNS-man-mail-orp-C12/P199—George Wheeler ..... UFS
Daily Stock Market Chart (short term trend)—d-5tw-orp-ill—Charles E. Carden ..... STO
Dan Dorfman—2tw-1200-DF/DNS/C12/wire—Dan Dorfman ..... CTN
Duffer & Office Frolics—1tw-orp—A.A. McCourt ..... FET
Economic Analysis—1tw-800-wire—Leonard Silk ..... NYT-NS
Economic Impact Column—2tw/800/DF/DNS/mail—Hobart Rowen ..... WPW
Energy Notebook—1tw-750-man-mail-DF—George R. & Sy Zachar ..... ENN
Everybody's Business—2tw-1000-orp/man—John Douglas Paulus ..... MCF
Executive Etiquette—1tw-750-man—Jeffrey A. Burger ..... FET
Farm Taxes—1tw-800-man—Mark E. Battersby CLI
Fund Raising Ideas—1tw-500/700-man—Howard E. Fischer ..... CNO
Future Think—1tw-1200-man—Don Fabun ..... FET
Getting Ahead—1tw-800-C12/DF/DNS/igp—Bailey Morris ..... UPS
***Going For It**—1tw-800-orp/C12/P199/mail/wire—Pat Harrison ..... CMF
Good News/Bad News—6tw-21x4"-orp—Henry Martin ..... CTN
Greer/Kandel Report—2tw-800-wire/DF/DNS/mail/man/C12/P199—Philip Greer & Mike Kandel ..... UFS
How To Be A Good Photographer—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Be A Money Making Manager—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Be A Top-Notch Salesman!—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Be Creative!—1tw-500-man/mail—Dr. Whitt N. Schultz KNF
How To Communicate With Success!—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Enjoy Your Travels!—1tw-400-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Get More Fun Out Of Life!—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
Hot To Keep Your Car In Mint Condition—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Make Extra Money—1tw-500-C12/DF—Milton Rockmore ROC
How To Manage Stress!—1tw-500—Dr. Whitt N. Schultz ..... KNF
How To Motivate Yourself!—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Sell Yourself—1tw-500-orp—Joe Girard ..... API
How To Speak Successfully—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Use The Web Between Your Ears—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How To Write Well—1tw-500-man/mail—Dr. Whitt N. Schultz .. KNF
How You Can Make More Money—1tw-500-man/mail—Dr. Whitt N. Schultz ..... KNF
How's Business?—1tw-300-mail-Staff ..... PEB
In The Pits—1tw-450-tel/DF/C12/P199—Phil Steitz ..... ART
Inside Labor—5tw-750-DF/DNS/C12—Victor Riesel ..... FNS
Insurance For Consumers—7tw-500-orp—Dave Goodwin ..... GWN
Investors' Guide—5tw-650-orp/C12/wire—William A. Doyle ..... KFS
***Job Finder**—1tw-700-orp/C12/P199/mail/wire—Various ..... CMF
Knight News Wire—7tw-var-DF/DNS ..... CTN
Landmark Decisions—6tw-500-man/mail ..... LAW
Law—1tw-600-wire/DF-DNS—Jack Landau ..... NHN
Law and Order—1tw-500-mail—Sherwood Ross ..... LAO
Law Briefs For Business—6tw-500-man/mail—Martin J. Ross .. LAW
Louis Rukeyser Column—3tw-600-man-DF/DNS—Louis Rukeyser MCN
Managing Your Money—2tw-550-C12/DF/DNS/mail—Merle Dowd RTS
Mem-ohs—7tw-25x1¾"-orp/mail—Jim Terrell ..... ZEC
Milton Moskowitz Column—3tw-400-C12/P199/man/DF/DNS—Milton Moskowitz ..... LAT
Mind Your Money—3tw-800-C12/wire—Peter Weaver ..... KFS
Money Matters—3tw-500-orp—Dave Goodwin ..... GWN
Money Matters—1tw-500/750-orp-mail—Don Bauder ..... CNS
Money Talks—1tw-350-mail-staff ..... AMW
Money Watch—3tw-400-C12/P199/man/DF/DNS—Carol Matthews LAT
My Success Story—1tw-var-orp-various celebs ..... SCI
Nine To Five Woman—1tw-700/750-mail-man—Mary Margaret Carberry ..... CAB
Now! Magazine—1tw-var-man/C12/DF/DNS/wire/mail-various ..... NYT
Personal Computing—1tw-600-ocra-orp—John C. Dvorak ..... TAG
Peter Nagan Column—2tw-600-wire/DF/DNS—Peter Nagan ..... NHN
Profits From Hobbies, Skills, Interests—1tw-500/700-man—Howard E. Fischer ..... CNO
Real Estate House Calls—1tw-750-man-mail—Edith Lank ..... RHC
Reymont Reports—occ-300-man ..... REY
Selling Short—6tw-21 x 3⅞"-orp—Ken Ross & Don Raden ..... UPS
Small Business—1tw-750-P199—Mark Stevens ..... STE
Small Business Taxes—1tw-800man—Mark E Battersby CLI
Small Business Tips—1tw-600-orp-ocra—John C. Dvorak ..... TAG
Smart Chart—6tw-Spv-orp—Herb Stansbury ..... LAT
Staying Ahead—2tw-750-DF/DNS/mail—Jane Bryant Quinn ..... WPW
Stock Charts—5tw-w-m-var-wire ..... UPIN
Stock Of The Week—1tw-300-mail—Electronic Evaluator ..... CTN
Stoker The Broker—5tw-10 x 3¼"-orp—Harry Boltinoff ..... MCN
Successful Investing—5tw-400-C12/P199/man/DF/DNS—David R. Sargent ..... LAT
Sunday Stock Market Chart (long term trend)—orp-ill-3x6"-man—Charles E. Carden ..... STO
Taking Stock—1tw-500-man-mail—Bill Myers ..... JDL
Talking Point—5tw-500/700-wire/DF—Various ..... REU
Tax Tips—1tw-250-P199—Mark Stevens ..... STE
Test Yourself—1tw-ps-orp-id—J. Sherrod ..... SCI
The Bottom Line—1tw-500/26x7"/31x6"-orp/mail—S. Gale Denley BOT
The Carden Report—S-350-man-ill—Charles E. Carden ..... STO
The Christian Science News and Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
The Economy Today—1tw-600-wire/DF-DNS-man-mail-orp-C12/P199—Herbert Stein ..... UFS
The High Road To Business—1tw-350/400-2C12"/4C12"-man—Charles Rehns ..... REH
The Law Brief—6tw-500-man/mail—Martin J. Ross ..... LAW
The Law Clinic—6tw-500-man/mail—Martin J. Ross ..... LAW
The Look of Success—1tw-700-C12/P199/mail/id—Ina B. Miller CMF
The Los Angeles Times Board of Economists—1tw-600-C12/P199/man/DF/DNS ..... LAT
The Los Angeles Times/Washington Post News Service—d-var-wire/DF/DNS ..... LTWP
The Market Day By Day (short term trend)—d-5tw-orp—Chart by Carden ..... STO
The Northern Prospective—S-800/850-C12/DF/wire—Michael J. McManus ..... MCM
The Practical Investor—1tw-750-man—Eric Schaefer ..... SCE
The Treasure Chest—1tw-23x8"/450-orp/mail—Alan S. Feinstein . DFS
Understanding Business & Economics—1tw/S-var/2500-man/C12/id/mail—Professor Jon G. Udell ..... ANS
U.S. News & World Report—1ttw-var-C12/man/DF/DNS/igp/wire/mail—various ..... NYT
Various Titles—3tw-500/750-C12-mail-DF-DNS—Don Bauder ... CNS
Weekly Feature Package—1tw-16/24 features-various lengths-mail-DNS ..... FA
Women And Work—occ-800-orp/C12/P199/mail—Various ..... CMF
Women At Work—1tw-650-man—Marlies Wolf & Joy Singer ..... FET
You And Your Money—1tw-650/750-orp-mail-DF-DNS—Judith Rhoades ..... CNS
Your Money—5tw-500-mail-wire—Pat Fellows ..... TSS
Your Money's Worth—5tw-700-DF/DNS/C12/P199—Sylvia Porter . FNS
Your Own Business—1tw-800-man—Michael Donahue ..... EJN

8. CHILDREN'S FEATURES

Ask Andy—1tw-300-C12/P199/man/DF/DNS/id—Ed Grade ..... LAT
Ask Aunt Madge—7tw-qps-orp-man—Madge Saksena ..... ASK
Book Reviews—m/var/orp/igp—M.F. Stroud ..... FEA
Brainteasers—1tw-ps-orp/id—Various Authors ..... SCI
Cappy Dick—S-hps/tps/pt/hpt/qph-orp—Cappy Dick ..... FNS
Children's Corner—6tw-21x4"-orp—Mary Lane ..... WHI
Child's Play—m-76 x 9½"-orp/mail/Wire ..... TVC
Color The Drawing—1tw-ps-orp—W. Trag ..... OPS
Color This—1tw-41x4"/50x5"-orp—Kern Pederson ..... SM
Dear Kidsay—1tw-450-mail-man-id—By Kids ..... PRI
Did You Know That—1tw-hpv-orp/id—F. Treadgold ..... SCI
Dot To Dot—Monster Puzzle—1tw-ps-orp/id—W. Trag ..... SCI
Dot-To-Dot—1tw-ps-orp/id—Earl Engleman ..... SCI
Draw Me—(Dot Puzzle)—1tw-var-orp-mail—Naida Dickson ..... DFS
Drawing Is Fun—1tw-ps-orp-id—W. Trag ..... SCI
Drawn Out—6tw/S-ps/hps/pt/hpt/tps/qps-orp—Eric & Bill Teitelbaum ..... LAT
Fantastic Facts—1tw-ps-orp-id—F. Treadgold ..... OPS
Find The Differences—1tw-48x12"-orp/mail ..... DFS
Find The Errors—(Puzzle)—1tw-ps-orp/id—F. Hayes ..... SCI
Finish The Picture Puzzle—1tw-ps-orp/id—W. Trag ..... SCI
Fun & Games Picture Puzzles—1tw-ps-orp/id—W. Trag ..... SCI
Here's Your Chance! (young people)—1tw/ps/pt/var/orp—Richey/Bosch/Rumsey ..... RBN
Hidden Picture Puzzles—1tw-ps-orp/id—W. Trag ..... SCI
Horoscopes For Pets—1tw-500-mail—Lady Cassandra ..... AST
How Many?—1tw-ps-orp/id—Engleman ..... SCI
It's A-Maze-Ing—1tw-ps-orp—F. Treadgold ..... SCI
It's The Truth (Facts)—1tw-hps-orp/id—Paul Swan ..... SCI
Johnny Wonder—6tw/S-43x2"-tps/pt-hpt-orp-mail—Dick Rogers . UFS
Junior Editors—d-200-mail/orp—Berthel/Simonsen ..... APN
Junior Whirl—S-tps/hpt-orp—Hal Kaufman ..... KFS
Juvenile Picture Crosswords—1tw-ps-orp/id—Trag & Engleman ..... SCI
Kid Stuff—7tw-47.6 x 10"-orp-mail-wire ..... TVC
Kid's Cooking—1tw-550-man/mail—Susan Manlin Katzman ... KSM
Kids In The Kitchen—1tw-550-man/mail—Susan Manlin Katzman ..... KSM
Kids' Jokes & Riddles—1tw-150-man/ocra—Grace Lee Richardson ..... DFS
Kids' Korner—1tw-19x5¾"-orp—Jesse Jacobs ..... MCN
Kids Only—1tw-50x10"-orp/mail—M. Zanco ..... DFS
Kids-Only Club—6tw-300-C12/P199/man/DF/DNS/id—Shari Lewis ..... LAT
Let's Make—S-28x4"-orp—Ben Corey ..... HAR
Letters From Dad—6tw-500-man/mail—Martin J. Ross ..... LAW
Little People's Puzzle—6tw/S-21x4"-orp/mail—Leo White ..... UFS
Marvelous Fun and Games—S-var-orp/mail—Owen McCarron .. RTS
Mazes—1tw-ps-orp—Various Authors ..... OPS
Mazes—1tw-ps-orp—Various Authors ..... SCI
Mystery Word Puzzle—1tw-var/36x9½"-orp/man/ocra/mail—Naida Dickson ..... DFS
Pee Wee's Pencil—7tw-7.5x2.5"-orp-mail—Joe Rice ..... CNS
Poems For Children—1tw-var-man/ocra/mail—Grace Lee Richardson ..... DFS
Puzzles And Games—1tw-var-orp ..... ITP
Puzzles Just For You—(Juv.)-1tw-ps-orp/id—E. Engleman ..... SCI
***Rafferty**—6tw-2c-orp—Gerald Dumas ..... KFS
Robin's World—1tw-600-DF-id-mail-man—Robin Robinson & Kay Chorao ..... PRI
Science For You—3tw-200-C12/P199/DF/DNS/id/orp—Bob Brown LAT
Squiggles—1ttw-26x6"-orp/mail—Grace Lee Richardson ..... DFS
Starship—1ttw-hps-orp-staff ..... TSS
***Superscene**—S-hps-hpt-tps-orp-mail—Steve Kahn ..... NYT
Teen Squawk—1tw-500-man/mail—April Anastasi ..... ASC
Tell Me Why—6tw-200-C12/id—A. Leokum ..... UPS
The Mini Page—1tw-4pt-orp—Betty Debnam ..... UPS
The Teen Scene—m-25 x 25"-orp/mail/wire ..... TVC
The Tiny Times—1tw-4pt-orp—Brint Schorer, Jr. ..... TIN
Tiger's Beat—3tw-2C-igp/orp ..... NFS
Tongue Twisters—1tw-ps/orp—Misc. Authors ..... SCI
TV-The Family Viewpoint—7tw-19.5 x 9½"-orp/mail/wire ..... TVC
Uncle Art's Funland—S-hps/tps/qps/tp/hpt-orp/mail—Art Nugent . UFS
Uncle Ray's Column—5tw-400-DF/DNS/C12/id—Ramon Coffman . FNS
What's Bugging You?—3tw-450-DF/DNS/C12—Loretta Long ..... FNS
Wordy Gurdy—6tw-21 x 4¼"-orp/mail—Tricky Richy ..... UFS
Xmas Stories—1tw-var-orp—Various Authors ..... SCI
Young & Healthy Always—3tw-500-C12/man/P199/DF/DNS—Frank Falkner, M.D. ..... LAT
Young Hobby Club—6tw-300-DF/DNS/C12/id—Cappy Dick ..... FNS

9—COINS & STAMPS

Adventure Postpaid—m-250-man—Lee James ..... SA
Coin Counting—1tw-500-man/igp/mail—Barbara White ..... NUM
Coin Roundup—1tw-200 C12/P199/man/DF/DNS—Edward C. Rochette ..... LAT
Coinversations With R. Winston Harris—1tw-800-man-igp-mail—R. Winston Harris ..... COI
Fireside Chats—bi-m/16ps-5¼ x 8½"/orp—Gustav Detjen, Jr. ... DET
Japos Bulletin—qt/28 ps-5¼ x 8½"/orp—Gustav Detjen, Jr. ..... DET
Know Your Antiques—1tw-550-igp C12/DF/DNS/mail—Ralph & Terry Kovel ..... RTS
Numisnotes—1ttw/cont-var-man/C12/mail—W. Sachs Gore ..... PTF
Postal Views—1tw-500-man/gp-mail—Barbara White ..... NUM
Sports . . . Postpaid—m-250-man—Irma Ganz Miller ..... SA
Stamping Grounds—1tw-700-man—Joseph Zollman ..... FET
Stamps—1tw-var-C12/DF/DNS/wire/mail—Samuel Tower ..... NYT
Stamps—1tw-550-orp-mail-DF-DNS—Leah Blauvelt ..... CNS
The Coin Box—1tw-500/650-orp-mail-DF-DNS—Gary Palmer ..... CNS
The Coin Box—1tw-400-man-mail—Norman M. Davis, NLG ..... NMD
The Philatelic Journalist—bi-m/16 ps-5¼ x 8½"/man—Gustav Detjen, Jr. ..... DET
The Treasure Chest—1tw-23 x 8".450-orp/mail—Alan S. Feinstein DFS
The World Of Money—1tw-300/400-man/ocra/orp/mail—Susan Cherry ..... DFS
World of Coins—1tw-500-man/gp-mail—Barbara White ..... NUM

10A—COMICS (Strips)

Acme Woods—1tw-46 x 2½"-orp/mail—Dyke Williams ..... DFS
***Adam An! . . .**—6tw-shp-orp/mail—Ya'akov Kirschen ..... NTY
***Agatha Crumm**—dS-d/4c-S/tps/hpt/Qph/orp—Bill Hoest ..... KFS
Ahead Of Time—1tw/cont-28 x 2"-orp/mail—Ken Muse ..... DFS
Airhawk—(Adventure)—6tw/S-sph-orp—B. Foley ..... SCI
Albert Herbert Hawkins—6tw/S-6tw/43 x 2½"-S/tps/hpt/qph-orp—Frank Dickens ..... FNS
Alex in Wonderland—1tw-7.5 x 2.5"-orp-mail—Bob Cordray ..... CNS

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Apartment 3-G—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—Alex Kotzky ..... FNS
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Arnie—1tw-tpt-orp—Arnie Stockholm ..... SCI
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Bimbo's Circus—S-tps/Qps/hpt-orp-mail—Howie Schneider ..... UFS
Bistrogonoffandon—1tw-var-orp-mail—Corrine Petteys ..... RIP
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Bobby—6tw-4/5c-orp—S.M. Iger ..... PF
***Boner's Ark**—dS-d/4c-S/hps/tps/pt-orp—Mort (Addison) Walker ..... KFS
Boomer—6tw-43 x 2"-orp-mail—Bill Brown & Mel Casson ..... UFS
Born Loser—6tw/S-6tw/43x2¼"-S/hps/tps/qps/pt/hpt/orp/mail—Art Sansom ..... NEA
Brenda Star—6tw/S-6tw/43x2"-S/hps/hpt/tpt/tps/qps/qpt-orp—Dale Messick ..... CTN
***Brick Bradford**—dS-d/4c-S/tps/hpt/orp—Paul Norris ..... KFS
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Button's Bunch—1tw/6tw/cont-43x2¼"/7x2¼"-orp/mail—Ford Button ..... DFS-RGA
***Buz Sawyer**—6tw-4c-orp—Schlensker/Granberry ..... KFS
Camera Ready Weekly Comics Page—S-pt-orp ..... FET
Captain Easy—6tw/S-6tw/43x2¼"-S/hps/tps/pt/hpt/orp/mail—Bill Crooks & Jim Lawrence ..... NEA
Car Cartoons—7tw-var-orp—Various Artists ..... SCI
Cartoon Cavalcade—1tw-tpt-orp-mail—Joel Beck ..... RIP
Catfish—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—Rog Bollen & Gary Peterman ..... CTN
Cathy—6tw/S-d-14x7¼"/S-hps/tps/Qps/pt/hpt-orp—Cathy Guisewite ..... UPS
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Chips Place—1tw/6tw-35x1¼"/7x2¼"-orp-mail—L. Stuchkus ..... DFS-RGA
Chris—6tw-6¼x2¼"-orp-mail—Pedro R. Moreno ..... UCS
Christmas Strip—6tw-sea-4c-orp—Walt Disney ..... KFS
Christmas Strip—sea-43x2¼"-orp-mail—Mark Lasky ..... NEA
Claude—1tw/6tw-7"x2¼"-orp-mail—Lorna Caviness ..... RGA
Claude Hopper—1tw-39x2"-orp/mail—B.&L. Caviness ..... DFS
***Conan The Barbarian**—6tw/S-6tw/43x2¼"-S/var/mail/orp—Marvel Comics ..... RTS
Consolidated Enormous—1tw-orp—Bob Zahn ..... FET
Copps And Robberts—6tw-mail—Rick Kirkman & Jerry Scott ..... SWF
Corinth The Jeweler—6tw-43x2¼"-orp—R.G. Kelly ..... API
Critters—6tw-6¼x2¼"-orp-mail—Jerry P. Cardona ..... UCS
Crock—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—Bill Rechin & Don Wilder ..... FNS
Davey Dollar—1tw/7tw-12¾"x8¾"/7"x2¼"-orp-mail—Steve N. Byrne ..... RGA
Deems—1tw-41x2"-orp ..... SM
Dick Tracy—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt/orp—Gould/Fletcher/Collins ..... CTN
Dr. Kildare—dS-d/4c-S/tps/hpt-orp—Ken Bald ..... KFS
Doctor Smock—6tw/S-43x2¼"-hps/tps/qps/pt/hpt-orp-mail—George Lemont ..... UFS
***Donald Duck**—dS-d/4c-S/hps/hpt/qph/tps-orp—Walt Disney ..... KFS
Dondi—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—Irwin Hasen ..... CTN
Doonesbury—6tw/S-d-14x7¼"/S-hps/tps/qps/pt/hpt-orp—Garry Trudeau ..... UPS
Downstown—6tw/S-d-14x7¼"-S-hps/tps/qps/pt/hpt-orp—Tim Downs ..... UPS
Drabble—6tw/S-43x2"-tps/qps/hpt-orp-mail—Kevin Fagan ..... UFS
Drawn Out—6tw/S-ps/hps/pt/hpt/tps/qps-orp—Eric & Bill Teitelbaum ..... LAT
Dunagin's People—6tw/S-6tw-22x37⅛"-S-tps/hpt/qps/orp—Ralph Dunagin ..... FNS
DuPont Circle—7tw-var-orp-mail—Allen & Hatley ..... WPW
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Flamingo—6tw-4/5c-orp—Ruth Roche ..... PF
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Flintstones—6tw/S-6tw/42x2"-S/hps/tps/pt/qps-orp—Hanna Barbara ..... MCN
Foghorn—1tw-43x2½"-orp/mail ..... DFS
Folly's Thinkshop—1tw-42x2½"orp—Richard Jarrett ..... JAR
Footnotes—1tw-var-orp-mail—Larry Gonick ..... RIP
For Better Or For Worse—6tw/S-d-14x7¼"-S-hps/tps/qps/pt/hpt-orp—Lynn Johnston ..... UPS
Foreign Strips—7tw-var-orp—Various Artists ..... SCI
Frank & Ernest—6tw/S-6tw/43x2¼"-S/tps/qps/hpt-orp/mail—Bob Thaves ..... NEA
Frank Jones—1tw-43x2¼"/28x1¾"-orp/mail—DeLon Edwards ..... DFS
Fred Bassett—6tw/S-6tw/43x2½"-S/tps/hpt-orp—Alex Graham ..... FNS
Freddy—6tw/S-6tw/43x2½"-S/tps/hpt-orp—Rupe ..... FNS
Funky Winkerbean—6tw/S-6tw/43x2½"-S/tps/hpt/sph-orp—Tom Batiuk ..... FNS
Garfield—6tw/S-43x2"-tps/qps/hpt-orp-mail—Jim Davis ..... UFS
Garth—7tw-4c-orp—Frank Bellemy ..... ITP
Gasoline Alley—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—Dick Moores ..... CTN
Gil Thorp—6tw-43x2"-orp—Jack Berrill ..... CTN
Goldbrick & Co.—1tw-42x3"-orp/mail—Tom Gibb ..... EXM
Goosemyer—6tw/S-6tw/43x2½"-S/hps/tps/pt/hpt/qph-orp—Brant Parker & Don Wilder ..... FNS
Gordo—6tw/S-43x2"-hps/tps/pt/hpt-orp-mail—Gus Arriola ..... UFS
Grandpa's Boy—1tw-41x2"-orp—Brad Anderson ..... SM
Griffith Observatory—m-tpt-orp-mail—Bill Griffith ..... RIP
Grubby—1tw-41x2"-orp—Warren Sattler ..... SM
***Gunner**—d-4c-orp—Alfredo Grassi and Lucho Olivero ..... KFS
Gunther—6tw-42x2"-orp—John Roman ..... MCN
Habitatus—1tw-46x2¼"-orp/mail—Don H. Hall ..... DFS
Hager The Horrible—dS-d/4c-S/hps/tps/qph-orp—Dik Browne ..... KFS
Hang-Ups—6tw-43x2¼"-orp—Betty Runyon ..... API
Hello Carol—6tw/S-ps/hps/pt/hpt/tps/qps-orp—B. Johnson ..... LAT
***Henry**—dS-d/4c-S/hps/tps/pt/hpt/qph-orp—Jack Tippet and Don Trachte ..... KFS
***Hi and Lois**—dS-d/4c-S/hps/tps/pt/hpt/-qph-orp—Mort Walker and Dik Browne ..... KFS
***Hubert**—dS-d-2c/4c-S-tps/hpt-orp—Dick Wingert ..... KFS
***Inside Woody Allen**—dS-d/4c-S/hps/tps-/pt/qpt-orp—Stu Hample ..... KFS
Joe Palooka—6tw-42x2"-orp—Tony DiPreta ..... MCN
John Darling—6tw/S-6tw/43x2½"-S/hps/pt/tps/hpt/qph-orp—Tom Batiuka & Tom Armstrong ..... FNS
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Johnny Wonder—6tw/S-43x2"-tps/pt-/hpt-orp-mail—Dick Rogers ..... UFS
Judge Parker—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—Dr. N.P. Dalis & Harold Le Doux ..... FNS
Kerry Drake—6tw/S-6tw-43x2½"-S-hps/tps/pt/qph-orp—Alfred Andriola ..... FNS
Koky—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—Mort Gerberg/Richard O'Brien ..... CTN
Krass & Bernie—1tw-ps-orp-id—G. Trosley ..... OPS
Larry's World From Punch—7tw-var-orp—Larry ..... SCI
Latigo—6tw/S-6tw/43x2½"-S/hps/tps/pt/hpt/qph-orp—Stan Lynde ..... FNS
Levy's Law—6tw/S-6tw/hps/tps/qps/hpt-orp/mail—James Schumeister ..... NEA
Libby—6tw-43x2¼"-orp/mail—Jeff Sinclair ..... KAT
Lip Service—1tw-43x2½"-orp/mail—Robert J. DeGutis ..... DFS
Little Farmer—1tw-41x2"-orp—Kern Pederson ..... SM
Lil' Debbie—6tw-6¼x2¼"-orp-mail—Pedro R. Moreno ..... UCS
Li'l Kiska—1tw/6tw-42x2¼"/7x2¼"-orp/mail—B.J. Swisher ..... DFS-RGA
Lolly—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—Pete Hansen ..... CTN
***Lone Ranger**—7tw-pt/hps/hpt/tps/qps/sph-orp/mail ..... NYT
Lorry's Gang—1tw-43x2¼"-orp/mail—Lorry Mafuz ..... DFS
Luther—6tw-orp—Brumsic Brandon, Jr. ..... LAT
***Mandrake The Magician**—dS-d/4c-S/tps/hpt-orp—Lee Falk and Fred Fredricks ..... KFS
Mark Trail—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—Ed Todd and Tom Hill ..... FNS
Mary Worth—6tw/S-6tw/43x2½"-S/hps/tps-pt/qph-orp—Allen & John Saunders and Ken Ernst ..... FNS
***Mickey Mouse**—dS-d/4c-S/hps/tps/hpt/qph-orp—Walt Disney ..... KFS
Miss Peach—6tw/S-6tw/43x2½"-S/tps/hpt/sph-orp—Mell Lazarus ..... FNS

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Ferd & Tom Johnson ..... CTN
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Motleys' Crew—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt/orp
—Ben Templeton and Tom Forman ..... CTN
Mutt & Jeff—6tw/S-hps/tps/pt/qps-orp—Al Smith ..... MCN
***Nancy**—6tw/S-43x1⅞"-hps/tps/qps/pt/hpt-orp-mail—
Ernie Bushmiller ..... UFS
Napoleon—1tw-41x2"-orp—Foster Moore ..... SM
***No Comment**—dS-d/4c-S/tps/hpt/qph-orp—
Vahan Shirvanian ..... KFS
Norbert—6tw-43x1¾"-orp-mail—George Fett ..... UFS
***Nubbin**—d-4c-orp—James Burnett and
Henry Boltinoff ..... KFS
Of Mice and Men—1tw-43x2¼"-orp/mail—Tom Milner ..... DFS
Off Beat—1tw-37½x2¼"-orp-mail ..... SF
Off The Wall—1tw-44x2½"-orp-mail—Joan Altabe ..... DFS
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O'Malley's Law—1tw-orp—Scott Smith ..... FET
O.O.—6tw-spv-orp—Stanley Meritakis ..... MRT
Outcasts—6tw-4cx2¼"-orp—Ben Wicks ..... TSS
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Charles M. Schulz ..... UFS
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Peter Panic—7tw-qpt-orp—L. Linkert ..... SCI
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Prime Time—6tw-43x2"-orp—Ben Templeton/Tom Forman ..... CTN
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Reuben—d/6tw-2cx3¾"-orp/id—Byron Vaughns ..... VEB
Rex Morgan, M.D.—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—
Dr. N.P. Dallis & Frank Edington ..... FNS
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Rudy—1tw/6tw-7"x2¼"-orp-mail—Bob McFerren ..... RGA
Rudy Bear—1tw-42x2"-orp/mail—Bob McFerren ..... DFS
Rural Delivery—1tw-41x2"-orp—Al Smith ..... SM
Salt Chuck—6tw-41x1⅞"-orp—Chuck Sharman ..... HF
***Sam and Silo**—dS-d/4c-S/tps/hpt/qph-orp—
Jerry Dumas/Mort Walker ..... KFS
Sandy Daily Comic—6tw-ps-orp-mail—James Unwin ..... HPS
***Scamp**—dS-d/4c-S/tps/hpt-orp—Walt Disney ..... KFS
Seaweed—6tw-43x2¼"-orp—Johnny Sajem ..... API
***Secret Agent Corrigan**—d-4c-orp—Al Williamson and
George Evans ..... KFS
Sheroderfield—1tw-35x2½"-orp/mail—Jeff Koterba ..... DFS
Shoe—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt/orp—
Jeff MacNelly ..... CTN
Short Ribs—6tw-43x1¾"-orp/mail—Frank Hill ..... NEA
Simon Cool—6tw-43x2¼"-orp—Jerry Breen ..... API
Smith Family—6tw/S-d-14x7¼"-S-hpt/pt/tps/qps/orp—
Mr. & Mrs. George Smith ..... UPS
Splitsville—6tw-orp—Baginski & Dodson ..... LAT
Squeegee—1tw-21x4"-orp/mail/hps/tps/qps/pt/hpt—Ken Muse ..... CMF
Stanislaus—1tw-25x2¼"/37x3¾-mail/orp—Dan Nevins ..... CTN
***Star Hawks**—6tw/S-43x2⅛"-tps/hpt-orp-mail—Gil Kane &
Archie Goodwin ..... UFS
Star Trek—6tw/S-ps/hps/pt/hpt/tps/qps/orp—
Thomas Warkentin ..... LAT
Star Wars—6tw/S-ps/hps/pt/hpt/tps/qps-orp—
Russ Manning ..... LAT
***Steve Canyon**—dS-d/4c-S/tps/hps/pt-/qph-orp—
Milton Caniff ..... KFS
Steve Canyon—6tw/S-6tw/43x2½"-S/tps/hps/pt-orp—
Milton Caniff ..... FNS
Steve Roper—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—
William Overgard, Allen and John Saunders ..... FNS
Sugar—6tw-var-orp—Robert Gill ..... NFS
Sunday Laughs—Male Cartoons—1tw-qpt-orp—Paul Swede ..... SCI
Superheroes—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt/orp
—Levitz/Tuska-/Colletta ..... CTN
Taking The Mystery Out Of Cancer—6tw-sup-orp—Bee Smart ..... FSF
Tank McNamara—6tw/S-d-14x7¼"-S-hps/tps/qps/pt/hpt-orp—
Jeff Millar & Bill Hinds ..... UPS
***Tarzan**—6tw/S-6tw/43x2"/-S/hps/tps/pt/hpt/orp/mail—
Edgar Rice Burroughs ..... UFS
Tex Benson—7tw-sph-orp—C. Roblin ..... SCI
***The Amazing Spider-Man**—6tw/S-6tw/43x2⅛"-S/var/mail/orp—
Stan Lee and John Romita ..... RTS
The Better Half—6tw/S-6tw/21x2½"-S/var/mail/orp—Vinson ..... RTS
The Dropouts—6tw/S-43x2"-hps/tps/pt/hpt-orp/mail—
Howard Post ..... UFS
The Family Circus—6tw/S-6tw/21x3¾"-S/var/mail/orp—
Bill Keane ..... RTS
The Flop Family—d-4c-orp—George O. Swanson ..... KFS
The Gray Dispatch—1tw-43x2½"-orp-mail—T.E. Dillon ..... DFS
The Hawk—6tw-4/5c-orp—Rod Maxwell ..... PF
***The Heart Of Juliet Jones**—dS-d/4c-S/tps/hpt/qph-orp—
Stan Drake ..... KFS
***The Incredible Hulk**—6tw/S-6tw/43x2⅛"-S/var/mail/orp—
Marvel Comics ..... RTS
The Missing Links—6tw-42x2"-orp-mail—Holly Fuller ..... CWF
The Neutrons—1tw-spv-orp—Stan Meritakis ..... MRT
The Phantom—dS-d/4c-S/tps/hpt/tps/hps/qph-orp—
Lee Falk and Seymour Barry ..... KFS
The Ryatts—6tw/S-6tw/43x2½"-S/tps/hpt-orp—Jack Elrod ..... FNS
The Small Society—dS-d-3c/4c; S-tps/hpt-orp—
Morrie Brickman ..... KFS
The Soaps—1tw-44x2½"-orp-mail—Joan Altabe ..... DFS
The Sons of Liberty—6tw-42½x2"-orp—Richard Lynn ..... LYN
The Spacers—6tw-43x2¼"-orp—Emil Abrahamian ..... API
The Wizard of Id—6tw/S-6tw/43x2½"-S-hps/tps/pt/qph/hpt-orp—
Brant Parker & Johnny Hart ..... FNS
The Working Man—1tw/6tw-7x2¼"-orp-mail—DeLon Edwards ..... RGA
Those Were The Days—1tw-41x2"-orp—Art Beeman ..... SM
***Tiger**—dS-d/4c-S/tps/hpt/Qph-orp—Bud Blake ..... KFS
***Tim Tyler's Luck**—d-4c-orp—Lyman & Bob Young ..... KFS
travels With Farlev—6tw-43x2¼-orp-mail—Phil Frank ..... CHR
***Treasury of Classic Tales**—S-hps/tps/pt-orp—
Walt Disney ..... KFS
Tumbleweeds—6tw/S-43x2"-tps/qps/hpt-orp-mail—
Tom K. Ryan ..... UFS

Tutankhamun—d-4c-orp—Adam Kovacs ..... ASD
2100 A.D.—1tw-44x2½"-orp/mail—Joan Altabe ..... DFS
Twitch—1tw-41x2"-orp—Howard Rands ..... SM
U-Nutty Nations—6tw-43x2¼"-orp—Tom Kukic ..... API
Von Mabel's Backpacking—1tw-var-orp-mail—
Sheridan Anderson ..... RIP
Wee Pals—6tw/S-43x2"-tps-orp-mail—Morrie Turner ..... UFS
***Winnie the Pooh**—dS-d/4c-S/hps/tps/hpt/Qph-orp—
Walt Disney ..... KFS
Winnie Winkle—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Max Van Bibber & Henry Raduta ..... CTN
Winthrop—d-43x2⅛"-S-hps-tps-pt-hpt-orp-mail—
Dick Cavalli ..... NEA
Wright Angles—6tw/S-43x2"-tps/qps/hpt-orp-mail—
Larry Wright ..... UFS
Zanies Cartoons—7tw-tpt-orp—J. Maddox ..... SCI
Zippy The Pinhead—1tw-var-orp-mail—Bill Griffith ..... RIP

10 B. COMICS (Sunday Pages)

According To Guiness—6tw-S-d-50/21x3⅞"-S/hps/tps/hpt/orp-
sph—Norris McWhirter ..... UPS
***Agatha Crumm**—dS-d/4c-S/tps/hpt/Qph-orp—Bill Hoest ..... KFS
Airhawk Adventure—6tw/S-sph-orp—B. Foley ..... SCI
Albert Herbert Hawkins—6tw/S-6tw/43 x 2½"-S/tps/hpt/qph-orp—
Frank Dickens ..... FNS
Alley Oop—S-hps-tps-Qps-pt-hpt-orp/mail—Dave Grave ..... NEA
Andy Capp—6tw/S-6tw/43 x 2½"-S/tps/hpt-orp—Reggie Smythe ..... FNS
Animal Crackers—6tw/S-6tw/43 x 2"-S/hps/hpt/tps/tpt/
qps/qpt-orp—Rober Bollen ..... CTN
Annie—6tw/S-6tw/43 x 2"-S/hps/hpt/tps/tpt/
qps/qpt-orp—Leonard Starr ..... CNS
Apartment 3-G—6tw/S-6tw/43 x 2½"-S/hps/tps/pt/qph-orp—
Alex Kotzky ..... FNS
***Archie**—dS-d/4c-S/hps/tps/pt/hpt/Qph-orp ..... KFS
Are You A Kopy Kat?—S-var-orp—Robert Gill ..... NFS
B. C.—6tw/S-6tw/43 x 2½"-S/hps/tps/pt/hpt/qph-orp—Johnny Hart ..... FNS
***Barney Google and Snuffy Smith**—dS-d/4c-S/hps/tps/
pt/Qph-orp—Fred Lasswell ..... KFS
***Beetle Bailey**—dS-d/4c-S/hps/tps/pt/Qph-orp—Mort Walker ..... KFS
Berry's World—S-tps-Qps-hpt-orp-mail—Jim Berry ..... NEA
Betsey Clark—6tw/S-6tw/11 x 3¾"/21 x 4¼"-S/tps/hpt/qps-
orp—Hallmark ..... FNS
Big George—6tw/S-6tw/21 x 4½"-S/tps/hpt-orp—Virgil Partch ..... FNS
Bimbo's Circus—S/tps/qps/hpt-orp-mail—Howie Schneider ..... UFS
***Blondie**—dS-d/4c-S/hps/tps/pt-orp—Dean Young & Jim Raymond ..... KFS
***Boner's Ark**—dS-d-4c-S/hps/tps/pt-orp—Mort (Addison) Walker ..... KFS
Born Loser—S-hps/tps/qps/pt/hpt-orp/mail—Art Sansom ..... NEA
Brenda Star—6tw/S-6tw/43 x 2"-S/hps/hpt/tps/tpt/
qps/qpt-orp—Dale Messick ..... CTN
Brick Bradford—dS-d/4c-S/tps/hpt/orp—Paul Norris ..... KFS
***Bringing Up Father**—dS-d/4c-S/hps/tps/pt/hpt/Qpt-orp—
Kavanagh-Fletcher-Camp ..... KFS
Briny Deep—6tw/S-tps/qps/hpt-orp-mail—Don Addis ..... UFS
Broom-Hilda—6tw/S-6tw/43 x 2"-S/hps/hpt/tps/tpt/
qps/qpt-orp—Russ Myers ..... CTN
Bugs Bunny—S-hps-tps-pt-hpt-orp-mail—Warner Bros. ..... NEA
***Buck Rogers In The 25th Century**—7tw-pt/hps/hpt/
tps/qps/sph—Jim Lawrence/Gray Morrow ..... NYT
Captain Easy—S-hps-tps-pt-hpt-orp-mail—
Bill Crooks & Jim Lawrence ..... NEA
Carnival—S-tps-hpt-orp-mail—Dick Turner ..... NEA
Carrier-Toons—S-sph/spt-orp-mail—Chick Larsen ..... UFS
Cat—1tw-tps/hpt/tpt-mail/orp—B. Kliban ..... RTS
Catfish—6tw/S-6tw/43 x 2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Rog Bollen & Gary Peterman ..... CTN
Cathy—6tw/S-d-14 x 7¼"-S-hps/tps/qps/pt/hpt-orp—
Cathy Guisewite ..... UPS
***Conan The Barbarian**—6tw/S-6tw/43 x 2⅛"-S/var/mail/orp—
Marvel Comics ..... RTS
Crock—6tw-43 x 2½"-S/hps/tps/pt/6tw/S-qph-orp—
Bill Rechin & Don Wilder ..... FNS
Davey Dollar—1tw/7tw-12¾ x 8¾"/7" x 2⅛"-orp-mail—
Steve N. Byrne ..... RGA
Dennis The Menace—6tw/S-6tw/21 x 4¼"-S/hps/tps/pt/
qps-orp—Hank Ketcham ..... FNS
Dick Tracy—6tw/S-6tw/43 x 2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Gould/Fletcher/Collins ..... CTN
***Dr. Kildare**—dS-d/4c-S/tps/hpt-orp—Ken Bald ..... KFS
Doctor Smock—6tw/S-43x2⅛"-hps/tps/qps/pt/hpt-orp-mail—
George Lemont ..... UFS
***Donald Duck**—dS-d/4c-S/hps/hpt/qph/tps-orp—Walt Disney ..... KFS
Dondi—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Irwin Hasen ..... CTN
Doonesbury—6tw/S-d-14x7¼"-S-hps/tps/qps/pt/hpt-orp—
Garry Trudeau ..... UPS
Downstown—6tw/S-d-14x7¼"-S-hps/ts/qps/pt/hpt-orp—
Tim Downs ..... UPS
Drabble—6tw/S-43x2"tps/qps/hpt-orp-mail—Kevin Fagan ..... UFS
DuPont Circle—7tw-var-orp-mail—Allen & Hatley ..... WPW
Eek & Meek—S-hps-tps-qps-pt-hpt-orp-mail—Howie Scheider ..... NEA
Encyclopedia Brown—6tw/S-d-14x7¼"-S-hps/tps/qps/pt/
hpt-orp—Donald Sobol ..... UPS
Entertainment Page—1tw-6lx15½"-orp ..... SM
Family—1tw-hpt-orp—Doug Wright ..... TSS
Ferd'nand—6tw/S-43x1⅞"-hps/tps/qps/pt/hpt-orp-mail—
Dahl Mikkelsen ..... UFS
***Flash Gordon**—dS-d/4c-S/tps/hpt-orp—Dan Barry ..... KFS
Fletcher's Landing—S-hps-tps-qps-pt-hpt-orp-mail—
Douglas Coffin ..... NEA
Flintstones—6tw/S-6tw/42x2"-S/hps/tps/pt/qps-orp—
Hanna Barbera ..... MCN
Flubs & Fluffs—6tw/S-6tw/21x4½"-S/hpt-orp—Jerry Robinson ..... CWS
For Better Or For Worse—6tw/S-d-14x7¼"-S-hps/tps/qps/pt/
hpt-orp—Lynn Johnston ..... UPS
Frank & Ernest—S-tps-qps-hpt-orp-mail—Bob Thaves ..... NEA
Fred Bassett—6tw/S-6tw/43x2½"-S/tps/hpt-orp—
Alex Graham ..... FNS
Freddy—6tw/S-6tw/43x2½"-S/tps/hpt/orp—Rupe ..... FNS
Funky Winkerbean—6tw/S-6tw/43x2½"-S/tps/hpt/sph-orp—
Tom Batiuk ..... FNS
Garfield—6tw/S-43x2"-tps/qps/hpt-orp-mail—Jim Davis ..... UFS
Gasoline Alley—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Dick Moores ..... CTN
Good Old Days—S-tps/hpt-orp-mail—Erwin L. Hess ..... UFS
Goosemyer—6tw/S-6tw/43x2½"-S/hps/tps/pt/hpt/qph-orp—
Don Wilder ..... FNS
Gordo—6tw/S-43x2"-hps/tps/pt/hpt-orp-mail—Gus Arriola ..... UFS
Grin And Bear It—6tw/S-6tw/21x4¼"-S/hps/tps/pt/hpt-orp—
George Lichty & Fred Wagner ..... FNS

***Hager The Horrible**—dS-d/4c-S/hps/tps/qph-orp—Dik Browne ..... KFS
Heathcliff—6tw/S-6tw/20x3⅜"-S/hps/tps/pt/qps-orp—
George Gately ..... MCN
Hello Carol—6tw/S-ps/hps/pt/hpt/tps/qps-orp—B. Johnson ..... LAT
***Henry**—dS-d/4c-S/hps/tps/pt/hpt/qph-orp—
Jack Tippet and Don Trachte ..... KFS
Herman—6tw/S-d-21x3⅞"-S-hps/tps/hpt/pt-orp—Jim Unger ..... UPS
***Hi and Lois**—dS-d/4c-S/hps/tps/pt/hpt/qph-orp—
Mort Walker and Dik Browne ..... KFS
***Hubert**—dS-d-2c/4c-S/tps/hpt-orp—Dick Wingert ..... KFS
***Inside Woody Allen**—dS-d/4c-S/hps/tps/hpt-/pt/qph-orp—
Stu Hample ..... KFS
It's Fun Page—1tw-55x13¼"-orp ..... SM
John Darling—6tw/S-6tw/43x2½"-S/hps/pt/tps/hpt/qph-orp—
Tom Batiuk & Tom Armstrong ..... FNS
Judge Parker—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—
Dr. N. P. Dallis ..... FNS
Junior Whirl—S-tps/hpt/orp—Hal Kaufman ..... KFS
Kerry Drake—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—
Alfred Andriola ..... FNS
Koky—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Mort Werberg/Richard O'Brien ..... CTN
Latigo—6tw/S-6tw/43x2½"-S/hps/tps/pt/hpt/qph-orp—Stan Lynde ..... FNS
Levy's Law—S-hps-tps-qps-hpt-orp/mail—James Schumeister ..... NEA
***Little Iodine**—S-tps/hpt/qph-orp—Bob Dunn and Hy Eisman ..... KFS
Little People's Puzzle—6tw/S-21x4¼"-orp/mail—Leo White ..... UFS
Little Woman—7tw-d-1c/2c-S/ps/hpt-orp—Don Tobin ..... KFS
Lolly—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Pete Hansen ..... CTN
***Lone Ranger**—7tw-pt/hps/hpt/tps/qps/sph-orp/mail ..... NYT
***Mandrake The Magician**—dS-d/4c-S/tps/hpt-orp—
Lee Falk and Fred Fredricks ..... KFS
Mark Trail—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—
Ed Todd and Tom Hill ..... FNS
Marmaduke—6tw/S-21x4"-hps/tps/qps/pt/hpt-orp-mail—
Brad Anderson ..... UFS
Marvelous Fun & Games—S-var-mail/orp—Owen McCarron ..... RTS
Mary Worth—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—
Allen & John Saunders and Ken Ernst ..... FNS
***Mickey Mouse**—dS-d/4c-S/hps/tps/hpt/qph-orp—Walt Disney ..... KFS
Miss Peach—6tw/S-6tw/43x2½"-S/tps/hpt/sph-orp—Mell Lazarus ..... FNS
***Mr. Abernathy**—dS-d/4c-S/tps/hpt-orp—
Ralston Jones and Frank Ridgway ..... KFS
Momma—6tw/S-6tw/43x2½"-S/tps/hpt/sph-orp—Mell Lazarus ..... FNS
Moon Mullins—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Ferd & Tom Johnson ..... CTN
***Moose Miller**—dS-d/4c-S/tps/hpt-orp—Bob Weber ..... KFS
Motleys' Crew—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Ben Templeton and Tom Forman ..... CTN
Mutt & Jeff—6tw/S-hps/tps/pt/qps-orp—Al Smith ..... MCN
***Nancy**—6tw/S-43x1⅞"-hps/tps/qps/pt/hpt-orp-mail—
Ernie Bushmiller ..... UFS
***No Comment**—dS-d/4c-S/tps/hpt/qph-orp—Vahan Shirvanian ..... KFS
Off The Record—S-var-mail/orp—Ed Reed ..... RTS
Our Boarding House—S-hps-tps-qps-pt-hpt-orp-mail—
Les Carrol & Tom McCormick ..... NEA
Our Weekly Page Of Comics—1tw-61x15¾"-orp ..... SM
Our Weekly Page Of Features—1tw-53x13¾"-orp ..... SM
Patterns & Needlework—S-hpt-id-orp-mail—Staff ..... NEA
***Peanuts**—6tw/S-43x1⅞"-hps/tps/qps/pt/hpt-orp-mail—
Charles M. Schulz ..... UFS
Polly's Pointers—S-tps/hpt-orp/mail/id—Polly Cramer ..... NEA
Ponytail—7tw-d-2c-S/tps/hpt-orp—Lee Holley ..... KFS
***Popeye**—dS-d/4c-S/hps/tps/pt-orp—Bud Sagendorf ..... KFS
***Prince Valiant**—S-hps/tps/pt-orp ..... KFS
Priscilla's Pop—S-hps-tps-pt-hpt-orp-mail—Ed Sullivan ..... NEA
***Redeye**—dS-d/4c-S/tps/hpt/qph-orp—Gordon Bess ..... KFS
Rex Morgan, M.D.—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—
Dr. N.P. Dallis & Frank Edington ..... FNS
Rick O Shay—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/
qpt-orp—Keefer/Dern ..... CTN
Ripley's Believe It or Not—6tw/S-d-2c-S/tps/hpt/qph-orp ..... KFS
Rivets—6tw/S-6tw/43x2½"-S/tps/hpt-orp—George Sixta ..... FNS
***Sam and Silo**—dS-d/4c-S/tps/hpt/qph-orp—
Jerry Dumas/Mort Walker ..... KFS
***Scamp**—dS-d/4c-S/tps/hpt-orp—Walt Disney ..... KFS
Shambles—6tw/S-6tw/21x4¼"-S/tps/hpt/qph-orp—Fred Wagner ..... FNS
Shoe—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Jeff MacNelly ..... CTN
Short Ribs—S-hps-tps-qps-pt-hpt-orp-mail—Frank Hill ..... NEA
Smith Family—6tw/S-d-14x7¼"-S-hpt/pt/tps/qps-orp—
Mr. & Mrs. George Smith ..... UPS
***Star Hawks**—6tw/S-43x2⅛"-orp-mail—
Gil Kane & Archie Goodwin ..... UFS
Star Trek—6tw/S-ps/hps/pt/hpt/tps/qps-orp—
Thomas Warkentin ..... LAT
Star Wars—6tw/S-ps/hps/pt/hpt/tps/qps-orp—Russ Manning ..... LAT
***Steve Canyon**—dS-d/4c-S/tps/hps/pt/qph-orp—Milton Caniff ..... KFS
Steve Canyon—6tw/S-6tw/43x2½"-S/tps/hps/pt-orp—
Milton Caniff ..... FNS
Steve Roper—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph-orp—
William Overgard, Allen and John Saunders ..... FNS
Superheroes—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—
Levitz/Tuska/Colletta ..... CTN
Tank McNamara—6tw/S-d-14x7¼"-S-hps/tps/qps/pt/hpt-orp—
Jeff Millar & Bill Hinds ..... UPS
***Tarzan**—6tw/S-6tw/43x2"-S/hps/tps/pt/hpt/orp/mail—
Edgar Rice Burroughs ..... UFS
***The Amazing Spider-Man**—6tw/S-6tw/43x2⅛"-S/var/mail/orp—
Stan Lee and John Romita ..... RTS
The Better Half—6tw/S-6tw/21x2½"-S/var/mail/orp—Vinson ..... RTS
The Bosleys—S-tps/hpt-orp-mail—John Stees ..... UFS
The Cartoon Kitchen—1tw-54x3"-orp—Larry Gonick ..... WCS
The Dropouts—6tw/S-43x2"-hps/tps/pt/hpt-orp-mail—
Howard Post ..... UFS
The Family Circus—6tw/S-6tw/21x3¾"-S/var/mail/orp—
Bil Keane ..... RTS
***The Heart Of Juliet Jones**—dS-d/4c-S/tps/hpt/qph-orp—
Stan Drake ..... KFS
***The Incredible Hulk**—6tw/S-6tw/43x2⅛"-S/var/mail/orp—
Marvel Comics ..... RTS
***The Katzenjammer Kids**—S-tps/hpt-orp—Mike Sench ..... KFS
The Lockhorns—7tw-d-2c-S/tps/hpt/orp—Bill Hoest ..... KFS
The Phantom—dS-d/4c-S/tps/hps/pt/hpt/qph/orp—
Lee Falk and Seymour Barry ..... KFS
The Ryatts—6tw/S-6tw/43x2½"-S/tps/hpt/orp—Jack Elrod ..... FNS
The Small Society—dS-d-3c/4c; S-tps/hpt-orp—Morrie Brickman ..... KFS
The Wizard of Id—6tw/S-6tw/43x2½"-S/hps/tps/pt/qph/hpt/orp—
Brant Parker & Johnny Hart ..... FNS
***They'll Do it Everytime**—7tw-d-2c-S/hps/tps/pt-orp—
Bob Dunn & Al Scaduto ..... KFS

CLASSIFICATIONS OF FEATURES

This Week In Astrology—S-hps-tps-Qps-pt-hpt-orp/mail—Bernice Bede Osol/Elmarine Hanratty ..... NEA
***Tiger**—dS-d/4c-S/tps/hpt/Qph-orp—Bud Blake ..... KFS
***Treasury of Classic Tales**—S-hps/tps/pt-orp—Walt Disney ... KFS
***Trudy**—7tw-d-2c-S/tps/hpt-orp—Jerry Marcus ..... KFS
Tumbleweeds—6tw/S-4'3x2'-tps/qps/hpt-orp-mail—Tom K. Ryan . UFS
Tutor-Toon—1tw-qps/bw/color-orp—Johnny Sajem ..... API
Uncle Art's Funland—S-hps/tps/qps/pt/hpt-orp/mail—Art Nugent UFS
Wee Pals—6tw/S-43x2"-tps-orp-mail—Morrie Turner ..... UFS
***Winnie the Pooh**—dS-d/4c-S/hps/tps/hpt/Qph-orp—Walt Disney KFS
Winnie Winkle—6tw/S-6tw/43x2"-S/hps/hpt/tps/tpt/qps/qpt-orp—Max Van Bibber & Henry Raduta ..... CTN
Winthrop—S-hps-tps-pt-hpt-orp-mail—Dick Cavalli ..... NEA
Wright Angles—6tw/S-43x2"-tps/qps/hpt-orp-mail—Larry Wright . UFS
Yogi Bear—S-hps-tps-pt-qps-orp—Hanna Barbera ..... MCN
Ziggy—6tw/S-21x3⅞"-orp—Tom Wilson ..... UPS

10 C. COMICS (Cartoon Panels)

A Little Leary—6tw-orp—Bill Leary ..... LAT
According To Guiness—6tw/S-d-50-21x3⅞"-S-hps/tps/hpt/sph-orp—Norris McWhirter ..... UPS
Agony—1tw-2c2"-orp-igp ..... ITP
Almighty Dollar—1tw-orp—Lo Linkert ..... FET
Along The Rail—1tw-21x4"-hps/tps/qps/hpt-orp/mail—John Williams ..... CMF
Apple A Day—1tw-21x4"-hps/hpt/tps/qps/pt/orp/mail—Richard Gerchak ..... CMF
Apple Pie—1tw-2c/21x4½"-mail/orp—David Boyd ..... MOR
As You Were—6tw-21 x 4½"-orp—Jim Baker ..... PIO
Beautiful!—6tw-10.6x3"/12x3¾"-orp—Barbara Jones/Charles Bowen ..... AF
Belvedere—6tw-21x4¼"-orp—George Crenshaw ..... FNS
Betsey Clark—6tw/S-6tw/11x3¾"/21x4¼"-S/tps/hpt/qps-orp—Hallmark ..... FNS
Big Boss & Co.—1tw-21x4"-hps/tps/qps/pt/hpt/orp/mail—Richard Davies ..... CMF
Big Feet—5tw-3¾ x 4¾-orp-mail—Pedro R. Moreno ..... UCS
Big George—6tw/S-6tw/21x4¼"-S/tps/hpt-orp—Virgil Partch .... FNS
Brass Tacks—6tw-11x2½"-orp—Nick Frising ..... AF
Brother Juniper—6tw-21x4¼"-orp—Fred McCarthy ..... FNS
Brother Simon And Lucas—6tw-3¼x4¾"-orp-mail—Pedro R. Moreno ..... UCS
Business As Usual—6tw-21x4¾"-orp—Harley Schwadron ..... API
Button-Up—1tw/6tw-5" x 5"-var-orp-mail—Ford Buttons ..... RGA
Campus Laughter—6tw-3¾ x 4¾-orp-mail—Pedro R. Moreno ... UCS
Car Cartoons—7tw-var-orp—Various Artists ..... SCI
Carmichael—6tw-orp—Dave Eastman ..... LAT
Carnival—S-tps-hpt-op-mail—Dick Turner ..... NEA
Cartoon—1tw-22.6x3½"-orp—Staff ..... CSP
Cartoonmix—qt-orp—Frank Baginski ..... CAM
Cat—1tw-tps/hpt/tpt-mail/orp—B. Kliban ..... RTS
Charlie—6tw-21x5"-orp—Charles Rodriques ..... CTN
Ching Chow—6tw-11x3"-orp—Henri Arnold ..... CTN
***Chris & Sis**—1tw-var/orp/mail—Zell Holland ..... DFS
Citizen Smith—6tw-21 x 2½"-orp-mail—Dave Gerard ..... RTS
Cornflakes—1tw-37½ x 2¼"-orp-mail—Nellis Johnson ..... SF
Crazy Capers—6tw-10½x3"-orp-mail—Various ..... CF
Crocker—1tw-33x2"-orp—Jim Erskine ..... CSP
Dennis The Menace—6tw/S-6tw/21x4¼"-S/hps/tps/pt/qph-orp—Hank Ketcham ..... FNS
Drawn Out—6tw/S-ps/hps/pt/hpt/tps/qps-orp—Eric & Bill Teitelbaum ..... LAT
Duffer & Office Frolics—1tw-orp—A. A. McCourt ..... FET
Dunagin's People—6tw/S-6tw/22x3⅞"-S/tps/hpt/gph-orp—Ralph Dunagin ..... FNS
Eaglefeathers—1tw-21x4"-hps/tps/qps/pt/hpt/orp/mail—Chet Dippel ..... CMF
Elmer Stoon—1tw-21x4"-orp—Don Knudsen ..... SIE
Fenwick—6tw-19 x 3½"-orp-mail—Mal Hancock ..... CHR
Flashback Calendar—7tw-1 1x¼"-orp ..... AF
Flubs & Fluffs—6tw/S-6tw/21x4½"-S/hpt-orp—Jerry Robinson ... CWS
Foreign Strips—7tw-var-orp—Various Artists ..... SCI
Freckles—1tw-var-orp/mail—Larry Pye ..... DFS
Funnyside—1tw-22.6x3¾"-orp—Various Contribs ..... CSP
Geriatrix—1tw-2c-orp-mail—Paul Norris/Lyle Swigart ..... CNS
Golf Cartoons—1tw-qpt-orp—Various Authors ..... OPS
Good News/Bad News—6tw-21x4"-orp—Henry Martin ..... CTN
Good Old Days—S-tps/hpt-orp/mail—Erwin Hess ..... UFS
Graffiti—6tw-10x19"-orp ..... MCN
Grin & Bear It—6tw/S-6tw/21x4¼"-S/hps/tps/pt/hpt/orp—George Lichty/Fred Wagner ..... FNS
Guindon—6tw/orp—Richard Guindon ..... LAT
Gumdrop—6tw-21 x 3½"-orp-mail—Foster Moore ..... UFS
***Hazel**—d-2c-orp—Ted Key ..... KFS
Health Capsules—6tw-10 x 3"-orp-mail—M. Petti, M.D. & Jud Hurd ..... UFS
Heathcliff—6tw/S-6tw/20x3¼"-S/hps/tps/pt/qpt-orp—George Gately ..... MCN
Herman—Herman—6tw/S-d-21x3⅞"-S-hps/tps/hpt/pt-orp—James Unger ..... UPS
Honeydew—6tw-9 x 2"-orp—Henry Gaines Goodman, Jr. ..... GOJ
How Come—1tw-orp—Lo Linkert ..... FET
Howie—6tw-21x2½"-mail/orp—Randy Glasbergen ..... RTS
Idea Chaser—6tw-11x2⅞"-orp—Jerry Langell ..... AF
It Happened In Canada—6tw-2cx3½"-orp—Gordon Johnston ... TSS
It's A Cockeyed World—1tw-spv-id—Joe Kaliff ..... AMF
It's A Natural Fact—1tw-var-id—Ned Shaw ..... NAT
Joe Fann—5tw-21x4¾-orp—C. T. Jones ..... API
Just Once—1tw-orp—Bob Orso ..... FET
Just So Happened—1tw-20x4½"-orp—Kern Pederson ..... SM
Karikature Karnival—1tw-200-id—Joe Kaliff ..... AMF
Keeping Up—1tw-40x4½"-orp/mail—William Hamilton ..... CHR
Kids Only—1tw-50x10"-orp/mail—M. Zanco ..... DFS
***Laff-A-Day**—d-1c/2c-orp ..... KFS
Laff Track—1tw/6tw-5"x5"-orp-mail—Marty Bucella ..... RGA
Larry's World From Punch—7tw-var-orp—Larry ..... SCI
***Laugh Time**—d-2c-orp—Bob Schroeter ..... KFS
***Les Cash**—1tw-orp/mail—Larry Rann ..... CMF
Libby—1tw-var-orp/mail—Larry Pye ..... DFS
Life in the Suburbs—1tw-20 x 3¼"/30 x 4"-orp—Al Smith ..... SM
Life With Robinson—6tw-32x2⅝"-orp—Jerry Robinson ..... CWS
***Little Woman**—7tw-d-1c/2c-S/ps/hpt—Don Tobin ..... KFS
Lil' Debbie—6tw-3¾ x 4¾"-orp-mail—Pedro R. Moreno ..... UCS
Living—1tw-20x4½"-orp—Hal Holland ..... SM
Love Is . . .—6tw-orp—Kim Grove ..... LAI
Lynette The Angel—6tw-3¾ x 4¾"-orp-mail—Pedro R. Moreno UCS
Marmaduke—6tw/S-21 x 4"-hps/tps/qps/pt/hpt-orp-mail—Brad Anderson ..... UFS
Men And Women—btw-11x3¾/21x4¼"-orp—Mel Calman ..... FNS
MD—1tw-1c2"-orp—James Whatley ..... ITP
Moreno's Cartoons—btw-3¾ x 4¾-orp-mail—Pedro R. Moreno . UCS
***Mr. Naggy**—1tw/6tw-5"x5"-orp-mail—Jim Croak ..... RGA
***Mr. Naggy**—1tw-var/orp/mail—Jim Croak ..... DFS
Mr. Tweedy—6tw-orp—Ned Riddle ..... LAT
Murphy's Law—6tw-11x2½"-orp—Nick Frising ..... AF
My Grandma—6tw-1c-orp—Donna Scott ..... KFS
Never Land—6tw-21x4¼"-orp—Eddie Pipe ..... API
Off The Wall—1tw-10x3¼"-orp ..... MCN
Opps—6tw-var-orp—Oliver ..... NFS
Our Ancestors—1tw-19x4½"-orp-mail—Quincy ..... SF
Our Boarding House—6tw/S-6tw/21x3¾"-S-hps-tps-qps-pt-hpt-orp-mail—Les Carroll & Tom McCormick ..... NEA
Our Fascinating Earth—6tw-22x5½"-orp—Philip Seff & David Baer ..... FNS
***Panel Cartoons**—1tw-var-orp/mail—George D. Willard ..... DFS
***Panel Cartoons**—1tw-var/orp/mail—marty Bucella ..... DFS
***Panel Cartoons**—1tw/cont-var/orp/mail—Ford Button ..... DFS
***Panel Cartoons**—1tw-var/orp/mail—Jim Fayer ..... DFS
***Panel Cartoons**—1tw/cont-var/orp/mail—Richard Gerchak ... DFS
***Panel Cartoons**—1tw-var-orp/mail—Ed McDonnell ..... DFS
Pavlov—6tw-21x3⅞"-orp—Ted Martin ..... UPS
Pee Wee—6tw-2c-orp—Jerry Iger ..... PF
Penny Thoughts—6tw-10.2x3"-orp—Michael Fortuna & Jackie Spears ..... AF
Pixies—6tw-10 x 2½"-orp-mail—Jack Wohl ..... UFS
Pocket Cartoons—7tw-var-orp—London Daily Mirror ..... ITP
***Ponytail**—dS-d/2C-S/tps/hpt-orp—Lee Holley ..... KFS
***Popeye**—7tw-d-4c-S/hps/tps/pt-orp—Bud Sagendorf ..... KFS
Pot Shots—6tw-21x3"-orp—Ashleigh Brilliant ..... CTN
Psss't Cartoons—7tw-tpt-orp—J. Maddox ..... SCI
***Queenie**—d-1c/2c-orp—Phil Interlandi ..... KFS
***Rocky**—1tw/cont-28x6¾-orp/mail—Joseph Parkolay ..... DFS
St. Peter's Gate—6tw-3¾x4¾-orp-mail—Pedro R. Moreno ..... UCS
Selling Short—6tw-21x3⅞"-orp—Ken Ross & Don Raden ..... UPS
Shambles—6tw/S-6tw/21x4¼"-S/tps/hpt/qph-orp—Fred Wagner ..... FNS
Side Glances—6tw-21 x 4½"-orp-mail—Gill Fox ..... NEA
Sign Of The Times—8tw-10x2"-orp—Various Authors ..... API
Single Again—5tw-21x4¾-orp—Evan Diamond ..... API
***Sky Capers**—1tw/cont-19x5"-orp/mail—Dr. Joel Shallit ..... DFS
Smart Chart—6tw-spv-orp—Herb Stansbury ..... LAT
Sports Spot—1tw-15x5"-orp/mail—Al Rainovic ..... DFS
Sport-Spots—1tw/6tw-2½x6"-var-orp-mail—Brook Slover ..... RGA
***Sportoons**—1tw/6tw/cont-5x5"/var-orp-mail—Cliff Johnson . DFS-RGA
Sportshots—6tw-2c-orp/mail—Mickey Charles & Wally Neibert .. UFS
Squiggles—1tw-28x6"-orp/mail—Grace Lee Richardson ..... DFS
Stoker The Broker—5tw-10x3¼"-orp—Henry Boltinoff ..... MCN
Strictly Business—6tw-21x4¼"-orp—Dale McFeatters ..... FNS
Suburbia—1tw-9½ x 3¼"-orp-mail—Don Raden ..... SF
Tee Vee Laffs—1tw-1c/var-orp-mail—Staff ..... SF
That's Life—1tw/6tw-2½x6"-var-orp-mail—Cliff Johnson ..... RGA
The Country Parson—6tw-10x1 2"-orp-mail-id—Frank Clark ... RTS
The Far Side—6tw-21x4½"-orp/mail—Gary Larson ..... CHR
The Girls—6tw-21x4¼"-orp—Franklin Folger ..... FNS
The Little Man—6tw-12x2½"-orp-mail—Ray Salmon ..... SAL
***The Lockhorns**—dS-d/2c-S/tps/hpt-orp—Bill Hoest ..... KFS
The Pet Set—6tw-21x4¾"-orp—Doug & Jean ..... BOR
The Sporting Life—6tw-21x4"-orp—Ben Templeton & Tom Forman ..... CTN
The Sports File—5tw-21x4¼-orp—Emil Abrahamian ..... API
The Sporty Ones—1tw-10x2¾"-orp—Court Alderson ..... SM
There Oughta be A Law—6tw/S-33½x4"-orp-mail—Warren Whipple and Frank Borth ..... UFS
***They'll Do it Every Time**—dS-d/2c-S/hps-tps-pt-orp—Bob Dunn & Al Scadutto ..... KFS
This Funny Wold—6tw-20x3⅜"-orp—Various Cartoonists ..... MCN
This Is Sport—1tw-20x4¼" /11x2½"-orp—Court Alderson ..... SM
Thoughts of Man—6tw-10x3"/14x4"-orp—Jim Ivey & Wm. Summers ..... CTN
Those Browns—1tw-spv-orp—Bill Murray ..... NFS
Tid-Bits—d-orp—Charles Dennis ..... TWN
Tiffany—1tw-var-orp/mail—Larry Pye ..... DFS
Today Is The Day—7tw-3c5"-orp ..... ITP
Today's World—d-1c/2c-orp—David Brown ..... KFS
Toppix—6tw-21x4½"-orp—Edwin Fisher ..... CTN
Trim's Arena—6tw-21x3⅞"-orp—Hal Trim ..... UPS
Trixie The Trader—1tw-10x2¾-orp ..... SM
***Trudy**—dS-d/2c-S/tps/hpt-orp—Jerry Marcus ..... KFS
Unlikely Letters—1tw-20x4¼"-orp—Bernard Williams ..... SM
Village Square—1tw-20 x 4¼"-orp—Chuck Stiles ..... SM
Wallflowers—1tw-9½ x 2½"-orp-mail—Staff ..... SF
Webster Classics—1tw-20x3½"-orp—R. T. Webster ..... SM
Will Rogers Says . . .—5tw-10x12"-mail/c12/DF/DNS/orp—Edited by Bryan Sterling ..... RTS
Word-Wise—1tw-21x4"-orp/mail/hps/tps/qps/pt/hpt—Jack Drummey ..... CMF
You Know It's Gonna Be A Bad Day When:—Anonymous ..... NFS
You Know You Love Them When—3tw-1cx4"-orp—Miv. Schaaf SCH
***You're Getting Closer**—6tw-1c-orp—Patte Wheat/Dale Hale ... KFS
Zanies Cartoons—7tw-tpt-orp—J. Maddox ..... SCI
***Zeroids**—1tw-cont-var-orp-mail—Aryha Holuber ..... DFS-RGA
Ziggy—6tw/S-21x3⅞"-orp—Tom Wilson ..... UPS

11 A. COMMENTARY (Political)

A Conservative View—3tw-800-C12/DF/DNS—James J. Kilpatrick ..... UPS
A Woman's View Of Foreign Affairs—1tw-800-man/mail/igp—Trudy Mulcahy Howard ..... HOW
A Word Edgewise—2tw-750-C12/wire—John P. Roche ..... KFS
Abroad At Home—2tw-750-wire—Anthony Lewis ..... NYT-NS
Academic Viewpoint—5tw/s-var-man/C12/id/mail—Various ... ANS
Affairs Of State—5tw-500-C12—Fred W. Kline ..... CAP
Andrew Young—1tw-700-C12/P199/man/DF/DNS—Andrew Young ..... LAT
Asia Memo—1tw-550/700-orp-C12-mail-DF-DNS—Edward Neilan ..... CNS
At The Grass Roots—1tw-350-man/mail—Howard Jarvis ..... IPS
***Auto Safety**—occ-800-orp/C12/P199/wire/mail—Clarence Ditlow ..... CMF
Backstairs At The White House—1tw-var-wire-DNS—Helen Thomas ..... UPI
Berry's World—6tw/S-6tw/20.5x5"-S/tps/qps/hpt-orp/mail—Jim Berry ..... NEA
Black Press Service—6tw-var-C12-wire—Staff ..... BPS
Black Press Service News Report—5tw-var-C12-wire—Staff . BPS
Campus Reports/Commentary—1tw-750/1000-DF/mail—Various Scholars ..... CPR
Canadian Comment—1tw-500-orp-mail—Peter Ward ..... SF
Capital Fare—4tw-600-man-DF/DNS—Andrew Tully ..... MCN
Carl Rowan—3tw-750-DF/DNS/wire/C12—Carl T. Rowan ..... FNS
Centerpiece—The New York Times Magazine—S-2000/2500-C12/wire/DF/DNS/mail—Various Authors ..... NYT
Cheap Shots—1tw-var-mail—Charles Griffin ..... NNB
Colman McCarthy Column—2tw-750-DF-DNS-mail—Colman McCarthy ..... WPW
Column—James Reston—3tw-750-wire—James Reston ..... NYT-NS
Commentary—4tw-600-orp-mail-wire/C12/P199/DF/DNS—Donald F. Graff ..... NEA
***Commentary**—occ-1000-orp/C12/P199/wire/mail—David Cohen ..... CMF
Commentary—1tm-800-orp/C12/P199/wire—Various ..... CMF
Congress—1tw-600-wire-DF/DNS—Miles Benson ..... NHN
Curt Sytsma Verse—1tw-40/80 lines-mail/orp—Curt Sytsma ..... RTS
Dateline Washington—7tw-430/450-orp/man—Walter Riley ..... DAT
David Broder Column—2tw-800-DF-DNS-mail—David S. Broder ..... WPW
Der Spiegel—1tw-var-man/mail—Various Authors ..... NYT
Economic Analysis—1tw-800-wire—Leonard Silk ..... NYT-NS
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Fact And Analysis—m-1000-orp-mail—Sidney DuBroff ..... GPL
Farm News Briefs—1tw-500-orp/man—Walter Riley ..... DAT
Food And Agriculture Affairs—1tw-550-C12/DF/DNS/mail—Lauren Soth ..... RIS
Foreign Affairs—3tw-750-wire—Flora Lewis ..... NYT-NS
Foreign Editors Say—1tw-800-man/mail/DF—Various Authors .. WPR
From Another Angle—1tw-550-var-mail—Martin Winkler ..... SWF
George Mair Column—3tw-500-man/C12/P199/DF/DNS—George Mair ..... LAT
George Will Column—2tw-750-DF-DNS-mail—George F. Will .. WPW
Geyer, Georgie Anne Column—3tw-600-man/C12/P199/man/DNS/DF—Georgie Anne Geyer ..... LAT
Have You Met . . . ?—2tw-1,000-2½x3½"-man/id/orp/mail—Y.L. Tiajcliff ..... NPS
***Hemisphere Report**—1tw-650/800-C12-mail-DF-DNS—William Grandon ..... CNS
Henry J. Taylor—3tw-700-wire-DF/DNS-mail-man-orp-C12/P199—Henry J. Taylor ..... UFS
Here And Now—3tw-750-DF/DNS/C12—Maxwell Glen & Cody Shearer ..... FNS
Holmes Alexander Column—3tw-600-man—Holmes Alexander ..... MCN
Hugh Sidey—1tw-800-C12/DF/DNS—Hugh Sidey ..... UPS
In The Nation—3tw-750-wire—Tom Wicker ..... NYT-NS
In the Public Interest—1tw-550-C12/DF/DNS/mail—Ralph Nader ..... RTS
In Washington—3tw-600-orp/C12/P199/mail/wire/DF/DNS—Robert Walters ..... NFA
Independent News Alliance—6tw-var-man/DF/DNS/wire/igp/id/mail—Various Authors ..... INA-UFS
Inside Report—4tw-800-DF/DNS/wire/C12—Rowland Evans/Robert Novak ..... FNS
Inside U.S. Politics—1tw-300/400-man/ocra/mail—John Pierce Lynch ..... DFS
International Decade Of Women & It's Hidden Politics—1tw-1500-man-ocr/orp/igp—Trudy Mulcahy Howard ..... HOW
International Writers Service—2tw-var-man—Various ..... INW
Interpretive Report—1tw-550-C12/DF/DNS/mail—Stanley Karnow ..... RIS
Isn't It The Truth!—6tw-35/50-orp—Carl Riblet, Jr. ..... INO
Jeffrey, Hart—3tw-750-C12/wire—Jeffrey Hart ..... KFS
J.F. Terhorst—2tw-800-C12/DF/DNS—J.F. Terhorst ..... UPS
Jesse Jackson—1tw-800-C12/DF/DNS—Jesse L. Jackson ..... UPS
Jesse Jackson at Large—3tw-var-C12-wire—Jesse Jackson ... BPS
Jewish News Commentary—1tw-200-man-mail ..... SAF
John D. Lofton, Jr—3tw-700-wire-DF/DNS-mail-man-orp-C12/P199—John D. Lofton, Jr. ..... UFS
John Hess—3tw-500-wire-DF/DNS-mail-man-C12/P199/orp—John Hess ..... UFS

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Newsweek Mini-Bureau—cont-var-wire/mail/igp ..... NIES
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Political Cartoon—1tw-28x6"-orp—Arthur A. Henrikson ..... HEN
Political Circuit—2tw-800-C12/DF-DNS—Robert Healy ..... UPS
Politics And Religion—1tw-600/750-mail—Martin Mawyer .... RET
Politics Today—6tw-750-C12/DF/DNS/wire —Jack Germond/Jules Witcover ..... CTN
Poster—2tw-750-C12/wire—Nicholas Von Hoffman ..... KFS
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***Synapses**—1tw-800-orp/C12/P199/mail/wire—K. Walker ..... CMF
The Christian Science News and Photo Service— 7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
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The Fearless Spectator—1tw-750-C12/mail— Charles McCabe ..... CHR
The Innocent Bystander—3tw-600-C12-DF/DNS-Mail— Art Hoppe ..... CHR
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Washington Welter—1tw-750-mail—Jesse H. Merrell ..... MER
Weekly Special—1tw-750-wire-DF/DNS-mail-orp—Jack Anderson UFS
Westell's Canadian Report—1tw-750-mail-wire— Anthony Westell ..... TSS
Will Rogers Says . . . —5tw-10x12"-C12/DF/DNS/orp/mail— Edited By Bryan Sterling ..... RTS
William Raspberry Column—2tw-750-DF-DNS-mail— William Raspberry ..... WPW
World Heritage—1tw-1000-orp/man—Nick Liakakos ..... NCF
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11B. COMMENTARY (General)

A Changing America—1tw-750-DF-mail-man— John Naisbitt & Susan Dooley ..... PRI
Abroad At Home—2tw-750-wire—Anthony Lewis ..... NYT-NS
Academic Viewpoint—5tw/S-man/C12/id/mail—Various ..... ANS
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Andrew Young—1tw-700-C12/P199/man/DF/DNS—Andrew Young . LAT
Andy Rooney—3tw-600-DF/DNS/C12—Andy Rooney ..... CTN
Another Look—2tw-600/650-C12-ocra-P199-DF-DNS-mail— Robert Yoakum ..... YKM
Asia Memo—1tw-550/700-orp-C12-mail-DF-DNS—Edward Neilan CNS
Assignment: America—2tw-700-C12/wire—Phyllis Battelle .... KFS
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Viewpoint from Mid-America®/Bill Rentschler

Jeans lovers, rise to meet the enemy!

Frankly, I'm sick of jeans.

Gloria Vanderbilt jeans, J. C. Penney jeans, faded antique jeans, all other jeans.

It makes no difference whether they're filled with the upholstered seats of aging matrons, the bony bottoms of pale-faced 15-year old boys, or the undulating derrieres of foxy maidens. I'm still sick of jeans.

Probably the thing I'm sickest of is jeans on bearded lawyers wearing Gucci loafers, trendy shirts with epaulets, and dangling medallions.

Jeans used to be the workaday britches of farmers, ranchhands, and Huck Finns. They were cheap, practical, durable. No more.

Today they're strictly high fashion. And high price. Around what a three-piece suit used to cost. Or dinner for eight with champagne at a splurgy restaurant.

Jeans began to get really popular when kids started wearing them to irk their parents. They were supposed to make the kids look scruffy and different next to their staid, square folks. So jeans became the uniform of the young. Then parents started wearing them to capture the laid-back look of the youth-obsessed 70s. Before long, jeans turned the "me generation" into the "me, too, generation."

Soon the admen and designers took over. Now jeans are supposed to look sensuous, which is hilarious. Jeans are about as sensuous as sneakers and hot water bottles.

We've got 40 or 50 pairs of jeans stashed around our house. Some of them haven't been through the washing machine in five years or so and can walk by themselves.

As sick as I am of jeans, I see them as a better inflation hedge than old tennis trophies and gold fillings, so I think we'll hang onto them and wait for the soaring jeans market to bring us untold riches.

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Good Earth—2-3tw-650-orp-C12-mail-DF-DNS ..... CNS
Goody Solomon—1tw-750-mail-man—Goody Solomon ..... PRI
Health Line—m-25x50"-orp/mail/wire ..... TVC
Help-Mate—1tw-1000-C12—Patrice Hill ..... CNI
How To Buy—1tw-750-man—Esther Margolius ..... PAI
Info: A World of Sense—m-32pt-orp/mail/wire ..... TVC
Info: Feedback—m-25x25"-orp/mail/wire ..... TVC
Info: Puzzle—m-20.6x4½"-orp/mail/wire ..... TVC
In The Public Interest—1tw-550-C12/DF/DNS/mail—
Ralph Nader ..... RTS
Investors Guide—5tw-650-orp/C12/wire—William Doyle ..... KFS
Issue & Debate—m-25x25"-orp/mail/wire ..... TVC
Jewish Cooking—1tw/200/man/mail—Norma Barash ..... JTA
Judith Randal—1tw-750-DF-mail-man—Judith Randal ..... PRI
Know Your Antiques—1tw-550-mail/C12/DF/DNS/igp—
Ralph & Terry Kovel ..... RTS
Learning-Line—1tw-750-DF-mail—Ron Wolk ..... CPR
Leisure Time—m-25x50"-orp/mail/wire ..... TVC
***Lemon Of The Week/Month**—1tw/1tm-700-C12/P199/mail/wire—
various ..... CMF
***Les Cash**—1tw-orp/mail—Larry Raun ..... CMF
Let's Ask The Cook—3tw-550-mail-C12/DF/DNS—Carol McGarvey RTS
Lifestyle Package—w-var-wire/DNS—Staff ..... UPI
Making It—occ-1000/var-man—Jon M. Taylor ..... TAJ
Managing Your Money—2tw-550-mail/C12/DF/DNS—
Merle E. Dowd ..... RTS
Mind Your Money—3tw-800-C12/wire—Peter Weaver ..... KFS
Money Matters—m-25x50"-orp/mail/wire ..... TVC
Moneysavers—1tw-500-mail—Bob Powers ..... CCM
More For Your Money—hps-250-orp—Righetti ..... SCI
More For Your Money—1tw/m-450/20x8"-orp-man-igp-mail—
Mike LeFan ..... LEF
More For Your Money Fillers—m-1500-man-mail—Mike LeFan LEF
Newsfeature—7tw-500/1500-wire-DF—Various ..... REU
Penny Wise Traveler—1tw-750/900-C12/wire—Jane Morse ..... KFS
People And Problems—6tw-500-man/mail—
Martin J. Ross ..... LAW
People's Pharmacy—2tw-750-orp/C12—Joe Graedon ..... KFS
Pest Control—occ-1000-mail—Alan Caruba ..... INP
PriceWatch—S-tps-mail—Staff ..... TSS
***Refunders vs. Inflation**—1tw-600-orp/C12/P199/mail—
Jan Leasure ..... CMF
Refunding $ $ $ And Sense—1tw-500-man—Victor Hawkins .. MCN
Reymont Reports—occ-300-man ..... REY
Save Time & Money—1tw-450-orp-mail—Ann Frances Dolan ... SF
Sew Simple—1tw-550-mail/C12/DF/DNS/id—Eunice Farmer ..... RTS
Shopping Aisle—m-25x50"-orp/mail/wire ..... TVC
Sid Ascher's World—1tw-750-man/mail—Sid Ascher ..... ASC
Staying Ahead—2tw-750-DF/DNS/mail—Jane Bryant Quinn ..... WPW
Supermarket Shopper—2tw-600-wire/man/orp/C12/P199/mail—
Martin Sloane ..... UFS
***SuperShopper**—1tw-600-orp/C12/P199/mail—Jan Leasure ..... CMF
Supershopping—1tw-orp—Rhonda Maxwell ..... SUN-CWF
The Apartment Life Column—1tw-550-mail/C12/man/igp/id
Apartment Life Magazine ..... RTS
Tax Tips—1tw-250-P199—Mark Stevens ..... STE
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Samuel P. Levine ..... LEV
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The Years Ahead—m-25x25"-orp/mail/wire ..... TVC
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Today's Compact Living—1tw-550-mail/DF/DNS/id—
Sharon Nelton ..... RTS
Travel Line—m-25x50"-orp/mail/wire ..... TVC
Watch This Space—1tw-700-C12/igp/DNS/DF—Judy Hill ..... UPS
Weekly Feature Package—1tw-16-24 features-various lengths-
mail-DNS ..... FA
What's In Store—1tw-550-mail/wire—Joan Watson ..... TSS
What's New—1tw-11x3¼"-orp—Staff ..... CSP
Woman's World—m-25x25"-orp/mail/wire ..... TVC
You and Your Car—m-25x50"-orp/mail/wire ..... TVC
***Your Medicine Chest**—1tw/cont-700-orp/C12/P199/mail—
Various ..... CMF
Your Money's Worth—5tw-700-DF/DNS/C12/P199—Sylvia Porter FNS

13. ECOLOGY/ENVIRONMENT

A Changing America—1tw-750-DF-mail-man—
John Naisbitt & Susan Dooley ..... PRI
Academic Viewpoint—1tw/S-var-man/C12/id/mail—Various ..... ANS
Compass Point—6tyr.-var-id/igp—Staff ..... NGS
***Consumer Fact Sheet**—1tw/cont-500-orp/C12/P199/mail—
Various ..... CMF
David Merkowitz Column—1tw-800-man—David Merkowitz ..... MDR
Editorial Research Reports—1tw/5tw-550/600-orp/id/DF/DNS/mail—
Hoyt Grimlin ..... CQ
***Energy Line**—occ-700-orp/C12/P199/mail/wire—Sylvia Siegel ... CMF
Food And Agriculture Affairs—1tw-550-mail/C12/DF/DNS—
Lauren Soth ..... RTS
Knight News Wire—7tw-var-DF/DNS ..... CTN
National Geographic News Features—2tw-500/750-man-ill—
Various Authors ..... NGS
Newsfeature—7w-500/1500-wire/DF—Various ..... REU
On Man On Earth—1tw-750-man—SPR Charter ..... FET
Our Environment—2tw-750-C12/DF/P199—Ed Faltteau ..... ART
PsychoEcology—5tw-750-man-mail—Martin ..... SAW
Right From The Start—1tw-700-C12-orp
—Dr. Selma Greenberg ..... CMF
Small Wonder—1tw-600-orp/C12/P199/mail—Kim Williams ..... CMF
Staying Alive—1tw-500-orp—Jerry Shields ..... API
***Synapses**—1tw-800-orp/C12/P199/mail/wire— SK. Walker ..... CMF
The Cancer Connection—bi-C12/mail—Larry Agran ..... CMF
The Energy Wookbook—1tw-400/500-man/ocra/mail
—Patrick Porter ..... DFS
***The French Disconnection**—6pt. series—800-orp/C12/P199/mail/wire
—Judith Ringle ..... CMF
The Los Angeles Times/Washington Post News Service—d-var-
wire/DF/DNS ..... LTWP
The Mother Earth News—1tw-550/sup-mail/C12/DF/DNS/orp/id . RTS
Wild, Wild World—1tw-700-orp/C12/P199/id/igp/mail—Various . CMF

14 A.—EDITORIAL ART (Caricatures)

Another View—6tw-21x3½"-orp-mail—John Stees ..... UFS
Ben Sargent—4tw-33x41½"-orp-mail—Ben Sargent ..... UFS
Berry's World—6tw/S-6tw/20.5x5"-S/tps/qps/hpt-orp-mail
—Jim Berry ..... NEA
Bill Garner—2tw-33x3½"-orp-mail—Bill Garner ..... UFS
Brennan's World—1tw-var-igp/mail—Francis Brennan ..... NIES
C. P. Houston—6tw-var-orp-mail ..... RTS
Dick Wright Editorial Cartoons—3tw-44x5½"-orp
—Dick Wright ..... MCN
Ed Fischer Editorial Cartoons—5tw-30x6¾"-orp—Ed Fischer MCN
Editorial Cartoon—3tw-47x6½"-id—Edd Uluschak ..... MIL
Editorial Cartoon—3tw-32x5"-id—Vance Rodewalt ..... MIL
Editorial Cartoon—3tw-39x5¾"-id—Adrian Raeside ..... MIL
Editorial Cartoon—3tw-40x5"-id—Bob Bierman ..... MIL
Editorial Cartoons—1tw/cont/var-orp-mail—Richard Allison ..... DFS
Editorial Cartoons or Caricatures—1tw-var-orp/mail—
Joel Barber ..... DFS
Faces/Caricatures—8tw-12x3¼, 24x6½-orp-mail—
Kerry Waghorn ..... CHR

Faces in The News (sketches)—6tw-5½"/10x3"-igp-mail—Frank G. Murphy ..... DIS
Gamble—5tw-var-orp-mail—Ed Gamble ..... RTS
Gene Basset—5tw-33x3½"/42x4½"-orp-mail—Gene Basset ..... UFS
Grondahl's Cartoons—2tw-41.6x6x4½"-orp-mail—Calvin Grondahl ..... NEA
Hulme's Cartoons—2tw-41.6x4½"-orp-mail—Etta Hulme ..... NEA
Ib Ohlsson's Editorial Art—3 drawings/wk-var-igp/mail—Ib Ohlsson ..... NIES
Lurie—7tw-4c-orp—Ranan Lurie ..... KFS
Michener—qt/hpt/orp—Ted Michener ..... SUN-CWF
Mike Peters—4tw-33x4½"x46x6"-orp-mail—Mike Peters ..... UFS
Mossprints—m/10 drawings/orp/id/mail—Geoffrey Moss ..... WPW
News Visuals—5tw-var-orp/igp/id—Staff ..... NEA
Sam Norkin—occ-var-orp—Sam Norkin ..... NNB
Scrawls—2tw-41.6x4½"-orp-mail—S.C. Rawls ..... NEA
Stein's Cartoons—2tw-41.6x4½"-orp-mail—Ed Stein ..... NEA
Taylor Jones—3tw-var-orp—Taylor Jones ..... LAT
The Christian Science News and Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS

14 B.—EDITORIAL ART (Cartoon Panels)

Aislin Political Cartoons—4tw-4cx6"-orp—Aislin ..... TSS
Alexander's Local Cartoons—1tw-30x6"/20x4"-orp—Jerry Alexander ..... ALX
All The Latest Diggs—1tw-var-orp-mail—R. Diggs ..... RIP
Andy Donato—3tw-orp—Andy Donato ..... SUN-CWF
Another View—6tw-21x3½"-orp-mail—John Stees ..... UFS
Barron Cartoons—S-4cx6"-orp—Sid Barron ..... TSS
Ben Sargent—4tw-3x4½"-orp/mail—Ben Sargent ..... UFS
Ben Wicks—6tw-var-orp—Ben Wicks ..... LAT
Ben Wicks Cartoons—6tw-var-orp—Ben Wicks ..... SUN-CWF
Berry's World—6tw/S-6tw/20.5x5"-S/tps/qps/hpt-orp/mail—Jim Berry ..... NEA
Bible Verses Illustrated—1tw-62x6¾"-orp/mail—Richard Schroeppel ..... DFS
Bill Garner—2tw-33x3½"-orp/mail—Bill Garner ..... UFS
Borgman Political Cartoons—4tw-3c-orp—Jim Borgman ..... KFS
Brennan's World—1tw-var-igp/mail—Francis Brennan ..... NIES
C.P. Houston—6tw-var-orp-mail ..... RTS
California Cartoons—3tw-3c-orp-mail—Paul Duginski ..... CNS
Cartoons—5tw-3c-orp-mail—Steve Sack ..... CNS
Cartoons—5tw-3c/4c-orp-mail—Bob Englehart ..... CNS
Cartoons—5tw-3c-orp-mail—David Wiley (Miller) ..... CNS
Cartoons—5tw-3c-orp-mail—John Lara ..... CNS
Cartoons—5tw-3c-orp-mail—Ralph Yoes ..... CNS
Cartoons—5tw-3c-orp-mail—John Trevor ..... CNS
Cartoons—3tw-3c-orp-mail—Tim Menees ..... CNS
Dick Wright Editorial Cartoons—3tw-4dx5½"-orp—Dick Wright ..... MCN
Don Hesse—5tw-var-orp—Don Hesse ..... LAT
Don Wright—4tw-spr-orp/mail—Don Wright ..... NYT
Doug Wright—3tw-53x7"-id—Doug Wright ..... MIL
Dwane Powell—4tw-var-orp—Dwane Powell ..... LAT
Eaglefeathers—1tw-21x4"/4 panels-hps/tps/qps/pt/hpt/orp/mail—Chet Dippel ..... CMF
Ed Fischer Editorial Cartoons—5tw-30x6¾"-orp—Ed Fischer ..... MCN
Editorial Art—1tw-spv-orp—Bill Murray ..... MFS
Editorial Cartoon—1tw-4x5"-orp—Noah Bee ..... ITA
Editorial Cartoon—1tw-30x3¾"/41x4½"-orp—Chuck Stiles ..... SM
Editorial Cartoon—3tw-3c/4c/4c/6"-orp—Al Liederman ..... API
Editorial Cartoon—1tw-27.5x6"-orp-mail—Jimmy Margulies ..... SF
Editorial Cartoon—1tw-20x4½"/31x7"-orp—Henry ..... SM
Editorial Cartoon—1tw-42x5"-orp/mail—Tom Gibb ..... EXM
Editorial Cartoon—6tw-31x6¼"-mail/orp—Milt Morris ..... APN
Editorial Cartoons—1tw/cont-var/orp/mail—Richard Allison ..... DFS
Editorial Cartoons—1tw/cont-var/orp/mail ..... DFS
Editorial Cartoons—1tw-33x4"/22x4½"-orp—Kennison Keene ..... CSP
Editorial Cartoons Or Caricatures—1tw/cont-var/orp/mail—Joel Barbee ..... DFS
Elderman—2tw-orp/id—Roy Elderman ..... MCF
Feiffer—1tw-66x5½"-orp—Jules Feiffer ..... FNS
Fenwick—6tw-19x3½"-orp/mail—Mal Hancock ..... CHR
Fischetti—5tw-35x4"/46x5"—John Fischetti ..... FNS
Gamble—5tw-var-mail-orp—Ed Gamble ..... RTS
Gene Basset—5tw-33x3½"/42x4½-orp-mail—Gene Basset ..... UFS
Grondahl's Cartoons—2tw-41.6x4½"-orp-mail—Calvin Grondahl ..... NEA
Herblock—5tw-26x6"/40x9"-orp—Herbert L. Block ..... FNS
Hugh Haynie—5tw-sph-orp—Hugh Haynie ..... LAT
Hulme's Cartoons—2tw-41.6x4½"-orp-mail—Etta Hulme ..... NEA
Ib Ohlsson's Editorial Art—3 drawings/wk-var-igp/mail—Ib Ohlsson ..... NIES
Jorgy Cartoon—4tw-42x4¾"/3cx4¾"-orp—Bruce Jorgensen ..... IND
Keeping Up—1tw-40x4½"-orp/mail—William Hamilton ..... CHR
Life With Robinson—6tw-32x2⅝-orp—Jerry Robinson ..... CWS
Locher—5tw-43x4½"-orp—Dick Locher ..... CTN
Lou Grant—5tw-var-orp—Lou Grant ..... LAT
Lurie—7tw-4c-orp—Ranan Lurie ..... KFS
Mac Neily—5tw-43x5"-orp—Jeff Mac Neily ..... CTN
Marlette's Editorial Cartoon—3tw-4c-orp—Douglas Marlette ..... KFS
Mauldin—5tw-26x6"/40x9"-orp—Bill Mauldin ..... FNS
Mike Peters—4tw-33x4½"/46x6"-orp-mail—Mike Peters ..... UFS
Mossprints—m-10 drawings-orp-id-mail—Geoffrey Moss ..... WPW
National Cartoon—1tw-2c/3c/22x7"/21x4¾"-mail/orp—David Boyd ..... MOR
Oliphant—6tw-21x5½"-orp—Pat Oliphant ..... UPS
Paul Conrad—5tw-spr-orp—Paul Conrad ..... LAT
Paul Szep—3tw-30x4½"-orp—Paul Szep ..... UPS
Peterson Cartoons—3tw-4cx6"-orp—Roy Peterson ..... TSS
Plympton—2tw-57x3½"-orp-Bill Plympton ..... PLY
Political Cartoon—1tw-28x6"-orp—Arthur A. Henrikson ..... HEN
R. Cobb—2tw-cont-7"x7"-orp-mail—R. Cobb ..... SAW
ReAmerican Editorial Cartoon—3tw-3c/4c/4c/6"-orp—Albert Wetzel ..... API
Religious Drawings—1tw-22x4½"/32x6½"-orp-mail—Jack Hamm ..... REL
Roschkov Cartoons—3tw-4c6"-orp—Vic Roschkov ..... TSS
Sanders—5tw-40x9"—Bill Sanders ..... FNS
Schorr—4tw-43x5½"-orp—Bill Schorr ..... CTN
Scrawls—2tw-41.6x4½"-orp-mail—S.C. Rawls ..... NEA
Sovereign State of Affairs—1tw-4c/43x2"-mail/orp—Boyd ..... MOR
Stayskal—5tw-43x4½"orp—Wayne Stayskal ..... CTN
Stein's Cartoons—2tw-41.6x4½"-orp-mail—Ed Stein ..... NEA
Sunspots—6tw-6"x4"-orp—Bruce Robinson ..... BFS
Sylvia—6tw-orp—Nicolle Hollander ..... SUN-CWF
The Best And The Wittiest—5tw-var/33x4"-orp—Basset, Brookins, DeOre Gorrell, Judge Keefe ..... FNS
The Christian Science News and Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
The Country Parson—6tw-10x12"-mail/orp/id—Frank Clark ..... RTS
The Small Society—7tw-d-3c/4c/S/tps/hpt-orp—Morrie Brickman ..... KFS
Tony Auth Cartoons—4tw-sph-orp-mail—Tony Auth ..... WPW

15.—EDUCATION

A Changing America—1tw-750-DF-mail-man—John Naisbitt & Susan Dooley ..... PRI
A Good Book To Read—6tw-500-man/mail—Martin J. Ross ..... LAW
A Problem Today (Math Problems)—1tw-150-orp—W.L. Gordon ..... SCI
***A Technical Question (Appropriate Technology)**—1tw-800-orp/C12/P199/wire/mail—Paul Cardwell, Jr. ..... CMF
Academic Viewpoint—S-var-man/C12/id/mail—Various ..... ANS
American Families In Transition—1tw-1250-C12/DNS/mail—Elizabeth Douvan ..... CBN
Ancient Proverbs and Their Modern Relevancies—2tm-100/150-man—Charles Rehns ..... REH
As You Were—6tw-21x4½"-orp—Jim Baker ..... PIO
Ask Aunt Madge—7tw-qps-orp-man—Madge Saksena ..... ASK
Beauty Tips From Hollywood—1tw-500-orp—Various Celebrities ..... SCI
Black Giants—1tw-spv-orp—Bill Murray ..... MFS
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Crutches-Cane-Wheelchair—1tw-300-man-mail—George Alderson ... ALD
Current Events—1tw-750-mail-wire—Marvin Lipton ... TSS
Did You Know That—1tw-hpv-orp/id—F. Treadgold ... SCI
Editorial Research Reports—1tw/5tw/550/6000-orp/id/DF/DNS/mail—Hoyt Gimlin ... CQ
Education (Features)—5tw/cont-hpt-man-wire—Bella A. Queen ... PWF
Education Today—1tw-var-wire/DNS—Patricia McCormack ... UPI
***Family Room**—1tw-800-orp/C12/P199/mail/wire—Arlene Uslander & Caroline Weiss ... CMF
Footnotes—1tw/var/orp/mail—Larry Gonick ... RIP
From History's Scrapbook—22.6x2½"-orp—Staff ... CSP
***Growing Up Today**—1tw-800-orp/C12/mail—Dr. Arnold Swiller ... CMF
***Helping Your Learning-Disabled Child**—5 part series-600-orp/C12 P199/mail—Nancy O. Wilson ... CMF
How To Be A Good Photographer—1tw-500-man/mail—Dr. Whitt N. Schultz ... KNF
How To Be A Money Making Manager—1tw-500-man/mail—Dr. Whitt N. Schultz ... KNF
How To Be A Top-Notch Salesman!—1tw-500-man/mail—Dr. Whitt N. Schultz ... KNF
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How To Enjoy Your Travels!—1tw-500-man/mail—Dr. Whitt N. Schultz ... KNF
How To Get More Fun Out Of Life!—1tw-500-man/mail—Dr. Whitt N. Schultz ... KNF
***(How To Keep From Going) Bananas**—1tw-cont-700-orp/C12/P199/mail—Various ... CMF
How To Keep Your Car In Mint Condition—1tw-500-man/mail—Dr. Whitt Schultz ... KNF
How To Manage Stress!—1tw-500—Dr. Whitt N. Schultz ... KNF
How To Motivate Yourself—1tw-500-man/mail—Dr. Whitt N. Schultz ... KNF
How To Speak Successfully—1tw-500-man/mail—Dr. Whitt N. Schultz ... KNF
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Hurwitz on Education—2tw-500-man/mail—Dr. Howard Hurwitz ... CF
It's The Truth (Facts)—1twp-hps-orp/id—Paul Swan ... SCI
Johnny Wonder—6tw/S-43x2"-tps/pt/hpt-orp/mail—Dick Rogers ... UFS
Just So Happened—1tw-20x4½-orp—Ken Pederson ... SM
Knight News Wire—7tw-var-DF/DNS ... CTN
Krass & Bernie—1tw-ps-orp-id—G. Trosley ... OPS
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Lesson in English—1tw-300-orp—Gordon ... SCI
Let's Make—S-28x4"-orp—Ben Corey ... HAR
Look & Learn—1tw-tps-orp—Gordon ... SCI
Modern Etiquette—1tw-250-orp—J. Sherrod ... SCI
Moral Dimensions Behind The Headlines—3tw-400-man/mail—William Lester ... LES
N.Y. Education—cont-var-man/igp/mail—Rich Maiman & Rita Allen ... PAN
***Our Schools Today**—1tw-800-orp/C12/P199/mail/wire—Monica Wilch Perin ... CMF
***Parents Write Us . . .**—1tw-800-orp/C12/P199/wire/mail Various ... CMF
PBS Images—7tw-19.6x10"-orp/mail/wire ... TVC
Psychology Today—1tw-600-orp/mail/C12/P199/wire/DF/DNS—Editors of Psychology Today Magazine ... NEA
Read & Remember—1tw-50/100-orp—Gordon ... OPS
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Sketching Tips—5tw-21x5"-orp/id—Joan Altabe ... API
Taking The Mystery Out Of Cancer—Bee Smart ... FSF
Teacher Feature-Newspaper As The Textbook—5tw-300/var-id/mail—Jackie Kohn ... TEF
Teacher Says—1tw-500-orp—Eleanor Jacoby ... API
Teen Squawk—1tw-500-man/mail—April Anastasi ... ASC
Tell Me Why—6tw-200-C12/id—A. Leokum ... UPS
The Los Angeles Times/Washington Post News Service—d-var-wire-DF/DNS ... LTWP
The Mini Page—1tw-4pt-orp—Betty Debnam ... UPS
The Nation's Health—1tw-1250-C12/CNS/mail—Philip Lee, M.D. ... CBN
The Traveling Consumer—m-var-mail—Sylvia Cronin ... CFS
The View From The Top—1tw-600/4 pics-C12/DF—Milton Rockmore ... ROC
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Tutor-Toon—1tw-qps/BW/color-orp—Johnny Sajem ... API
Watch Your Language—1tw-350-man/mail—Lydel Sims ... CF
What The Schools Teach Our Daughters—5 part series—1200-orp/C12/P199/mail/id—Various ... CMF
Who Was That Lady?—1tw-200-orp ... MCN
William Raspberry—2tw/750/DF/DNS/mail—William Raspberry ... WPW
Wisdom In The Street—2tm-100/150-man—Charles Rehns ... REH
Word-Wise—1tw-21x4"orp/mail/hps/tps/qps/pt/hpt—Jack Drummey ... CMF
You, Your Child, and School—1tw/7tw-500-man-mail—David Nydick ... DAN

16A.—ENTERTAINMENT (Motion Pictures)

Andrea Diehl Column—1tw-var-wire/mail/id/igp—Andrea Diehl ... NNB
Ask Dick Kleiner—1tw-600-orp/mail/C12/P199/wire/DF/DNS—Dick Kleiner ... NEA
At The Movies—3tw-500-mail-wire-orp—Clyde Gilmour ... TSS
Beauty Tips From Hollywood—1tw-500-orp—Various Celebrities ... SCI
Bill Lane In Hollywood—7tw-800-orp-mail—Bill Lane ... WOR
Broadway Karikatures—1tw-500/var-man/id—Joe Kaliff ... AMF
Cash Box Confidential—1tw-550-mail-C12/DF/DNS/igp—George Albert ... RTS
Celebrity Jokes—1tw/7tw-Qpt-orp—Various Authors ... OPS
Celebrities on the Couch—1tw-600-igp-orp-mail-DF/DNS—Dick Maurice ... CNS
CinemaScore—3tw/4tw-200-man/mail/—Ed Mintz ... IPS
Cinema Talks—1tw/cont-500/var-man/igp/mail—Paula Royce Graham ... GPR
Coast To Coast—1tw-650/800-igp-orp-mail-DF-DNS—Dick Maurice ... CNS
Coming Attractions—1tw-var-orp-id-igp-wire-DF-mail—Staff ... CIN
Curtain Call—1tw-750/1000-orp—Ron Pennington ... HRS
Dick Miller New York, New York—1tw-700-orp—Dick Miller ... GAR
Entertainment Reviews (movies, plays, music, ballet, etc.)—m-500/1000-man—Staff ... IMN
Entertainment Whirl—1tw/var/man—Buddy Basch ... BAS
Film Fare—6tw-500-orp-mail—Laurie Lee ... WOR
Film, Flam, Films—w-800-man-mail—James Riordan ... RPT
Film Review—occ-var-orp-DF/DNS-mail ... CAS
Filmeter—1tw-pt-orp/mail/C12/P199/wire/DF/DNS—Dick Kleiner & Staff ... NEA
Flicks—1tw-var-orp—Cineman Syndicate ... NNB
Flicks Movie Column—1tw-600/19x10"-orp-DF-DNS-mail ... CAS
Footlites & Kleiglites—1tw-500-orp—Ted Edwards ... API
From N.Y.C.—That's Entertainment—cont-var-man/igp/mail—Terri Randall & Howard Goldstein ... PAN
Gossiping With Jill Jackson—1tw-500-orp—Jill Jackson ... MCN
Hollywood Cover—1tw-2000/3000-man/igp/DF—Colin Dangaard ... INF
Hollywood Features—1tw-750-orp/mail/C12/P199/wire/DF/DNS/igp—Dick Kleiner ... NEA
Hollywood Hotline—2tw-2col/600-igp-orp-mail-DF-DNS—Nancy Anderson ... CNS
Hollywood Inside—5tw-750-man—John Austin ... HIS
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Mini Movie Reviews—1tw-var-orp-id-igp-wire-DF-mail—Staff ... CIN
Miscellaneous News—1tw-750/1000-orp—Staff ... HRS
Movie Views & Reviews—1tw-var-orp/man/igp—Robert Alan Glover ... LNI
Movies—S-800-wire-DF/DNS—Richard Freedman ... NHN
My Life With Raquel (Welch)—4 part series/1500-man—Patric Curtis & John Austin ... HIS
Nostalgia Notes—1tw-600-man/mail—Thurlow O. Cannon ... CAN
***On Film**—1tw-800-orp/C12/P199/mail/wire—Harriet Polt ... CMF
On Location—2tw-750/1000-orp—Robert Osborne ... HRS
Our Film Folk—2tm/500/man/mail—Herbert G. Luft ... JTA
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People In The News—1tw-1500-var-man-ing—M.J. Cahill ... TFS
Rambling Reporter—5tw-500-orp—Hank Grant ... HRS
Rated G—occ-600-man/id/var/orp/mail—Lucinda ... NPS
Reba & Bonnie Reporting—1tw-700-mail—Reba & Bonnie Churchill ... CAI
Review—occ-500-wire-DF/DNS—Richard Freedman ... NHN
Rex Reed—1tw-1200-DF/DNS/wire/C12/P199—Rex Reed ... CTN
Rock Tracks—1tw-200-orp ... MCN
Rolling Stone Music & Youth Culture—3tw-igp/C12/wire—Rolling Stone Staff ... KFS
Scott's World—5tw-var-wire/DNS—Vernon Scott ... UPI
Showbeat—1tw-600-orp/mail/C12/P199/wire/DF/DNS/igp—Dick Kleiner ... NEA
Show Biz—4/6tw-500/1000-orp/C12 ... KFS
Show Biz—1tw-2C/2 1x10"-mail/orp—Herb Bridges ... MOR
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Star Interviews—1tw-var-orp—June Finletter ... SCI
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Weekly Feature Package—1tw-16-24 features-various lengths-mail-DNS ..... FA
Yesterday's Star Today—1tw-500/700-C12-orp-mail-DF-DNS—Nancy Anderson ..... CNS
You, Your Child and Entertainment—1tw-500-man-mail—David Nydick ..... DAN

16B.—ENTERTAINMENT (Music)

America's Songbag—1tw-32x4½"-orp/mail—Prof. Gomer Pound ..... DFS
Andrea Diehl Column—1tw-var-wire/mail/id/igp—Andrea Diehl ..... NNB
Bill Lane In Hollywood—7tw-800-orp/mail—Bill Lane ..... WOR
Cash Box Confidential—1tw-550-mail-DF/DNS/igp—George Albert ..... RTS
Casinotes—1tw-750-man-mail—David J. Spatz ..... ASC
Celebities On The Couch—1tw-600-igp/orp/mail/DF/DNS—Dick Maurice ..... CNS
Coast To Coast—1tw-650/800-igp-orp-mail-DF-DNS—Dick Maurice ..... CNS
Country Beat—1tw-700-man/igp/mail—Jerry Sharpe ..... CF
County Happenings—7tw-9½x15"-orp-mail-wire—Doug Davis ..... TVC
Country Music—2tw-800-C12/DF/DNS/igp—Jack Hurst ..... CTN
Country Style News Service—1tw-var-man-igp ..... CSN
Cream Off The Top—1tw-hpt-mail—Norman "Otis" Richmond ..... RIN
Critic-At-Large—1tw-750-orp/mail-/C12/P199/wire/DF/DNS/igp—Norman Nadel ..... NEA
Cross Country—1tw-var-man/mail—Steven Freedman ..... TSE
Disc-o!—1tw-var-man/mail—Steven Freedman ..... TSE
Discussion—1tw-300/var-man/id—Joe Kaliff ..... AMF
Entertainment Reviews (movies, plays, music, ballet, etc.)—m-500/1000-man—Staff ..... IMN
Footlites & Kleiglites—1tw-500-orp—Ted Edwards ..... "API"
From N.Y.C.—That's Entertainment—cont-var-man/igp/mail—Terri Randall & Howard Goldstein ..... PAN
Graham Carlton Column—m-var-mail—Graham Carlton ..... NNB
Jacket Notes—1tw-600-orp/C12/P199/mail—Tom Villella ..... CMF
Jazz-Ma-Tazz—1tw-var-man/mail—Steve Freedman ..... TSE
John Wood—cont-pt-orp—John Wood ..... SUN-CWF
Knight News Wire—7tw-var-DF/DNS ..... CTN
Lifestyle Package—1tw-var-wire/DNS—Staff ..... UPI
Los Angeles Times/Washington Post News Service—d-var-wire-DF/DNS ..... LTWP
MODmor List—1tw-var-man—Sheldon Rose ..... JPS
Music In Review—occ-/m-500-man—Staff ..... IMN
Music On Record—1tw-var-man-orp—Homer F. Edwards ..... LNI
Nostalgia Notes—1tw-600-man/mail—Thurlow O. Cannon ..... CAN
Notes on Music—1tw/cont-500-man/C12/mail—W. Sachs Gore ..... PTF
On The Rocks—1tw-300-man/ocra/mail—Warren Robak ..... DFS
Platter Patter—w-250-man/mail—Jeanne Harrison ..... CF
Pop—S-600-wire-DF/DNS—George Kanzler, Jr. ..... NHN
Pop Scene Service—1tw-var-wire/DF/DNS/mail/man/orp/C12/P199-igp—Barbera Lewis ..... UFS
Programmers Service—1tw-var-man—Sheldon Rose ..... JPS
Rated G—occ-600-man/id/var/orp/mail—Lucinda ..... NPS
Record Levels—1tw-1000-orp-man—Itsi Mii ..... MCF
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Records & Tapes—1tw-750/1000-man—Joe Roberts ..... FET
Rockasters List—1tw-var-man—Sheldon Rose ..... JPS
Rock-Pop—1tw-800-man/igp—James Riordan ..... RPT
Rock Talk—2tw-700-DF/DNS/C12—Lisa Robinson ..... FNS
Rock Tracks—1tw-200-orp ..... MCN
Rock Trivia—1tw-100-man—James Riordan ..... RPT
Show Biz—4/6tw-500/1000-orp/C12 ..... KFS
Sound—1tw-500-mail-wire—Alan Lofft ..... ISS
Sounds—1tw-750-orp/mail/C12/P199/wire/DF/DNS/igp—Rob Patterson ..... NEA
Sounds—1tw-var-orp/man—Patrick Gilbert ..... LNI
Soundtrack—1tw-orp—Diane Bennett ..... HRS
Spin Off—3tw-500-orp—Harold Fuller ..... API
Strictly Classical—1tw-650/800-orp-mail-DF-DNS—King Durkee ..... CNS
Teen Squawk—1tw-500-man/mail—April Anastasi ..... ASC
That's Entertainment—1tw-spv-orp—Bill Murray ..... MFS
The Christian Science News And Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
The Dick Maurice Column—5tw-5@750ea.-DF-DNS-orp-mail—Dick Maurice ..... CNS
The Katz Meow—1tw-var-wire/mail/id/igp—Harry Jay Katz ..... NNB
Theme Song—1tw-var-man/mail—Steven P. Freedman ..... TSE
Tiger's Beat—3tw-2c-igp/orp ..... KFS
Trivia I.Q.—6tw-75-man/mail—Paul Steiner ..... CF
Tune In—1tw-32var-orp-igp—Roberta Ashley ..... SPS
US Magazine—2tm-var-man/C12/DF/DNS/mail/wire—Various Authors ..... NYT
Various—occ-var-man-mail—Dan Carlinsky ..... CAR
Voice of Broadway—5tw-700-C12/wire—Jack O'Brian ..... KFS
World of Music—1tw-450-orp-igp-mail-DF-DNS—Robin Welles ..... CNS

16C.—ENTERTAINMENT (Television/Radio)

Ask Dick Kleiner—1tw-600-orp/mail/C12/P199/wire/DF/DNS—Dick Kleiner ..... NEA
Ask TV Scout—5tw-200-wire/DF/DNS/mail/man/C2/P199/orp—Joan Crosby ..... UFS
Assignment: Television—1tw-750-C12/DF/DNS/mail—Terrence O. Flaherty ..... CHR
Behind The Scenes—7tw-19.5x10"-orp/mail/wire ..... TVC
Behind The Tube . . . Who's Who?—1tw/var/igp/orp/man/mail—Jan Marshall & Michelle Christian ..... RBN
Bill Lane In Hollywood—7tw-800-orp-mail—Bill Lane ..... WOR
Broadway KariKatures—1tw-500/var-man/id—Joe Kaliff ..... AMF
Cable TV Listings—7tw/m-var-orp/mail/wire ..... TVC
Cash Box Confidential—1tw-550-mail/C12/DF/DNS/igp—George Albert ..... RTS
CBN Corner—7tw-19x5x12"-orp/mail/wire ..... TVC
Cecil Smith Television Column—1tw-350-C12/P199/man/DF-DNS—Cecil Smith ..... LAT
Celebrity Jokes—1tw/7tw-Qpt-orp—Various Authors ..... OPS
Celebrities On the Couch—1tw-600-igp/orp/mail/DF/DNS—Dick Maurice ..... CNS
Coast to Coast—1tw-650/800-igp-orp-mail-DF-DNS—Dick Maurice ..... CNS
Commentary—1tw-800-orp/C12/P199/wire—Various ..... CMF
Cosmic Signs—7tw-20x10"-orp/mail/wire ..... TVC
Country Corner—7tw-9½x13"-orp/mail/wire—Doug Davis ..... TVC
Country Happenings—7tw-9.5x15"-orp/mail/wire—Doug Davis ..... TVC
Cream Off The Top—1tw-hpt-mail—Norman "Otis" Richmond ..... RIN
Daytime Dial—3tw-750-DF/DNS/mail/C12—Lynda Hirsch ..... FNS
Dick Miller New York, New York—1tw-700-orp—Dick Miller ..... GAR
Entertainment Whirl—1tw/var/man—Buddy Basch ..... BAS
Film Fare—6tw-500-orp-mail—Laune Lee ..... WOR
Flicks Movie Column—1tw-var-orp-DF-DNS-mail ..... CAS
Footlites & Kleiglites—1tw-500-orp—Ted Edwards ..... API
From The Sidelines—1tw-10x5"-mail/wire—Bennie Beglane ..... TVC
Gary Deeb TV—3tw-750-DF/DNS/C12/wire—Gary Deeb ..... FNS
Gossiping With Jill Jackson—1tw-500-orp—Jill Jackson ..... MCN
Hollywood Cover—1tw-2000/3000-man/igp/DF—Colin Dangaard ..... INF
Hollywood Features—1tw-750-orp/mail/C12/P199/wire/DF/DNS/igp—Dick Kleiner ..... NEA
Hollywood Inside—5tw-750-man—John Austin ..... HIS
Inside TV—1tw-500-orp—Joey Sasso ..... MCN
Jerry Krupnick Column—occ-var-wire/DF/DNS—Jerry Krupnick ..... NHN
John Wood—cont-pt-orp—John Wood ..... SUN-CWF
Kid Stuff—7tw-47.6x10"-orp/mail/wire ..... TVC
Knight News Wire—7tw-var-DF/DNS ..... CTN
Lifestyle Package—1tw-var-wire-DNS—Staff ..... UPI
Main Street—6tw/cont-hpt-man-wire—Ted Green ..... PWF
Marilyn Beck—5tw/S-5tw-700/S-1000-DF/DNS/wire/C12/P199/igp—Marilyn Beck ..... CTN
Media Monitor—7tw-11.5x27"-orp-mail-wire ..... TVC
Mighty Mixture—1tw-/500 plus/man/mail—Gary Stevens ..... SAG
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TV Photo Service—1tw-var-orp/mail/igp ..... UFS
TV Potpourri—1tw-19x7½"-orp-mail—Naida Dickson ..... CAS
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TV Scout Sketches—5tw-500-wire/DF/DNS/mail/man/C12/P199/igp—Dick Kleiner ..... UFS
TV Starscreen Puzzle—1tw-21.5x7"-mail/orp/id—Al Kilgore ..... UFS
TV Supplements—1tw-pt-hpt-hps-hpv-orp-mail—TV Supplements ..... TVW
TV Teaser—1tw-33x4¾"-orp/mail—Staff ..... UFS
TV-The Family Viewpoint—7tw-19.5x9½"-orp/mail/wire ..... TVC
TV Timeline Gossip Column—1tw-19x10"/400-orp-DF-DNS-mail ..... CAS
TV Week Ahead—7tw-var-orp/mail/wire ..... TVC
TV Week Photos—1tw-var/orp/mail/igp ..... UFS
US Magazine—2tm-var-man/C12/DF/DNS/mail/wire—Various Authors ..... NYT
Various—occ-var-man-mail—Dan Carlinsky ..... CAR
Various Titles—1tw-550/700-C12-orp-mail-DF-DNS—Don Freeman ..... CNS
Video-Everyday—7tw-tps-orp-mail ..... DIC
Video-Every Week—1tw-tps-orp-mail ..... DIC
Video Vignettes—1tw-250-man/id—Marcia Michels ..... AMF
Viewers Voice—7tw-9½x13"-orp/mail/wire ..... TVC
Viewing Public PBS Column—1tw-600/19x10"-orp/DF/DNS/mail ..... CAS
Voice of Broadway—5tw-700-C12/wire—Jack O'Brian ..... KFS
Week Ahead—7tw-var-orp/mail/wire ..... TVC
Weekly Program Photo Highlights—7tw-var-orp/mail ..... TVC
Week's Best Viewing, Preview Column—1tw-600/19x10"-orp-DF-DNS-mail ..... CAS
What's On Television—1tw-var-wire/DNS—Staff ..... UPI
You, Your Child, and Entertainment—1tw-500-man-mail—David Nydick ..... DAN

16D.—ENTERTAINMENT (Theater)

Andrea Diehl Column—1tw-var-wire/mail/id/igp—Andrea Diehl ..... NNB
Bill Lane In Hollywood—7tw-800-orp-mail—Bill Lane ..... WOR
Broadway—S-800-wire/DF/DNS—William Raidy ..... NHN
Broadway Box Score—1tw-var-wire/DNS—Staff ..... UPI
Casinotes—1tw-750-man/wire—David J. Spatz ..... ASC
Critic-At-Large—1tw-750-orp-mail-wire/igp/C12/P199/DF/DNS—Norman Nadel ..... NEA
Curtain Call—1tw-750/1,000-orp—Ron Pennington ..... HRS
Dick Miller New York, New York—1tw-700-orp—Dick Miller ..... GAR
Entertainment Reviews—(movies, plays, music, ballet, etc)—m-500/1000-man—Staff ..... IMN
Eye on Entertainment—w-750-mail-wire—Sid Adilman ..... TSS
Firstnighter—occ-500-wire/DF/DNS—William Raidy ..... NHN
Footlites & Kleiglites—1tw-500-orp—Ted Edwards ..... API
John Wood—cont-pt-orp—John Wood ..... SUN-CWF
Lifestyle Package—1tw-var-wire/DNS—Staff ..... UPI
Mighty Mixture—1tw/500 plus/man/mail—Gary Stevens ..... SAG
Miscellaneous News—1tw-750/1000-orp—Staff ..... HRS
Rated G—occ-600-man/id/var/mail—Lucinda ..... NPS
Rex Reed—1tw-1200-DF/DNS/wire/C12/P199—Rex Reed ..... CTN
Show Biz—4/6tw-500/1000-orp/C12 ..... KFS
That's Entertainment—1tw-spv-orp—Bill Murray ..... MFS
The Christian Science News And Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
The Katz Meow—1tw-var-wire/mail/id/igp—Harry Jay Katz ..... NNB
The Los Angeles Times/Washington Post News Service—d-var-wire/DF/DNS ..... LTWP
Theater World—1tw-var-wire/DNS—Glenne Currie ..... UPI
Tiger's Beat—3tw-2c-igp/orp ..... KFS
Trivia I.Q.—6tw-75-man/mail—Paul Steiner ..... CF
TV Reviews—occ-500/750-orp—Gail Williams ..... HRS
US Magazine—2tm-var-man/C12/DF/DNS/mail/wire—Various Authors ..... NYT
Voice of Broadway—5tw-700-C12/wire—Jack O'Brian ..... KFS
Weekly Feature Package—1tw-16-24 features-various lengths-mail-DNS ..... FA
Willoughby On Religion (Column)—1tw-1000-mail—William F. Willoughby ..... RET

16E.—ENTERTAINMENT (TV Program Listings)

AP-TV Day Listings Service—1tw/7tw-var-orp-DF-DNS-mail ..... CAS
Behind The Scenes—7tw-19.5x10"-orp/mail/wire ..... TVC
Cable TV Listings—7tw/m-var-orp/mail/wire ..... TVC
CBN Corner—7tw-9½x12"-orp/mail/wire ..... TVC
Cosmic Signs—7tw-20x10"-orp/mail/wire ..... TVC
Country Corner—7tw-9½x13"-orp/mail/wire—Doug Davis ..... TVC
Country Happenings—7tw-9.5x15"-orp/mail/wire—Doug Davis ..... TVC
From The Sidelines—1tw-10.5"-mail/wire—Bennie Beglane ..... TVC
Kid Stuff—7tw-47.6x10"-orp/mail/wire ..... TVC
Lifestyle Package—1tw-var-wire/DNS—Staff ..... UPI
Media Monitor—7tw-11.5x27"-orp-mail-wire ..... TVC
Movies of The Week—7tw-19.5x12¾"-orp-mail-wire ..... TVC
PBS Images—7tw-19.6x10"-orp-mail-wire ..... TVC
PBS In The Spotlight—7tw-19.6x10"-orp/mail/wire ..... TVC
People Play Games—1tw-9x3½"-mail/wire—Aphrodite Jones ..... TVC
Return With Us To . . .—3tw-2c-id-orp-mail—Don Sherwood ..... CNS
Showcase—1tw-9x5"-mail/wire—Steve Waltz ..... TVC
Sound Country—7tw-9.6x21"-orp/mail/wire—Doug Davis ..... TVC
Speaking Of Soaps—7tw-9x45"-orp/mail/wire—Mary Ann Cooper ..... TVC
Sports Calendar—7tw-12x13"-orp/mail/wire ..... TVC
Sports File—7tw-19.6x9½"-orp/mail/wire ..... TVC
Sports I.Q.—7tw-19.6x7"-orp/mail/wire ..... TVC
Sports Probe—7tw-11.5x28½"-orp/mail/wire ..... TVC
Sports Profile—7tw-12x9¾"-orp/mail/wire ..... TVC
Sports Profile For The Week—7tw-var/orp/mail/wire ..... TVC
Stardust—7tw-11.5x28½"-orp/mail/wire ..... TVC
Star Gazer—7tw-19x10½"-orp/mail/wire ..... TVC
Talking About TV—7tw-19.5x9.5"-orp/mail/wire ..... TVC
Tele-Log Grids—6tw/S-var-orp/mail ..... UFS
Tele-Log Local Listings—6tw/S-var-orp/mail ..... UFS
Telep-Log Rolling Logs—6tw/S-var-orp/mail ..... UFS
Tele-Log TV Features—dS-var-orp/mail/igp/id ..... TEL
Tele-Log TV Grids—dS-var-orp/mail ..... TEL
Tele-Log TV Local Listings—dS-var-orp/mail ..... TEL
Tele-Log TV Rolling Logs—dS-var-orp/mail ..... TEL
That's Entertainment—1tw-spv-orp—Bill Murray ..... MFS
The Christian Science News And Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
The Week Ahead Movies—7tw-var-orp/mail/wire ..... TVC
Think You Know Movies—1tw-4½x3"-mail/orp—John Langton ..... TVC
Think You Know Sports—1tw-4½x3"-mail/orp—John Langton ..... TVC
Think You Know TV—1tw-4½x3"-mail/orp—John Langton ..... TVC
TV Booklets—1tw-pt-hpt-hps-hpv-orp/mail ..... TVW
TV Color Front Cover—w-var-ing-igp-orp-mail ..... TVC
TV Compulog Local Listings—7tw/m-var-orp-mail-wire ..... TVC
TV Data Grids—6tw/S-var-orp/mail/wire/DF/DNS ..... UFS-TVD
TV Data Local Listings—6tw/S-var-orp/mail/wire/DF/DNS ..... UFS-TVD
TV Data Rolling Logs—6tw/S-var-orp/mail/wire/DF/DNS ..... UFS-TVD
TV Features—w-var-orp-mail-wire ..... TVC
TV Film Source Service—an-bl-mail ..... UFS
TVIQ—7tw-20.6x7"-orp-mail-wire ..... TVC
TV Key Previews—7tw-500/600-igp/C12/wire—Stephen Scheuer & Staff ..... KFS
TV Keynotes—6tw-650/700-igp/C12/wire—Stephen Scheuer & Staff ..... KFS
TV Listings—7tw/m-var-orp-wire-mail ..... TVD
TV Magazine—1tw-sup ..... TAP
TV Mail Bag—7tw-var-orp-mail-wire ..... TVC
TV Mailbag—6tw-500/600-igp/C12/wire—Stephen Scheuer & Staff ..... KFS
TV Movies—7tw-var-orp-mail-wire ..... TVC
TV Personality—7tw-19.6x9½"-orp-mail-wire ..... TVC
TV Photo—7tw-var-orp-igp-mail-wire ..... TVC
TV Previews—6tw/S-var-man/DF/DNS/C12/P199/mail ..... UFS
TV Printed Supplement—7tw-var ..... TVC
TV Puzzle—7tw-34.6x5½"-orp-mail-wire ..... TVC
TV Scout—5tw-var-wire/DF/DNS/mail/man/C12/P199/igp—TV Scout Staff ..... UFS
TV Scout: Inside—1tw-600/800-man/DF/DNS—Dan Lewis ..... UFS
TV Scout Reports—5tw-300-wire/DF/DNS/mail/man/C12/P199—Staff ..... UFS
TV Scout Sketches—5tw-500-wire/DF/DNS/mail/man/C12/P199/igp—Dick Kleiner ..... UFS
TV Supplements—1tw-pt-hpt-hps-hpv-orp/mail—TV Supplements ..... TVW
TV-The Family Viewpoint—7tw-19.5x9½"-orp-mail-wire ..... TVC
TV Time/TV Day Magazine Service—1tw-var-orp-DF-DNS-mail ..... CAS
TV Time/TV Day Magazine Service—1tw-var-mail ..... CAS
TV Tonight—7tw-1000-wire—Bernie Harrison ..... UPS
TV Week Ahead—7tw-var-orp-mail-wire ..... TVC
US Magazine—2tm-var-man/C12/DF/DNS/mail/wire—Various Authors ..... NYT
Video-Everyday—7tw-tps-orp-mail ..... DIC
Video-Everyweek—1tw-tps-orp-mail ..... DIC
Viewer's Voice—7tw-9½x13"-orp-mail-wire ..... TVC
Week Ahead—7tw-var-orp-mail-wire ..... TVC
Weekly Program Photo Highlights—7tw-var-orp-mail ..... TVC

17.—ETIQUETTE

A New You—3tw-700-id/C12/orp/wire—Emily Wilkens ..... KFS
Contemporary Living—3tw-700-C12/P199/man/DF/DNS—Letitia (Tish) Baldrige ..... LAT
Dear Colleen—1tw-22.6x3"-orp—C. Sudduth ..... CSP
Easy Etiquette—1tw-650-man—Jackie Dashiell ..... FET
Eppie, Your Hostess Helper—6tw-200/300-orp—Helen Naismith ..... API
Executive Etiquette—1tw-750-man—Jeffrey A. Burger ..... FET
Miss Manners—3tw-600-wire/DF/DNS/mail/orp/C12/P199—Judith Martin ..... UFS
Modern Etiquette—1tw-250-orp—J. Sherrod ..... SCI
Now!—3tw-10x12"-mail/orp/id—Gene Loyd ..... RTS
***Party Guide**—1tw-800-orp/C12/mail—Fay Sander ..... CMF
People And Problems—6tw-500-man/mail—Martin J. Ross ..... LAW
Why Grow Old?—6tw-550-mail/C12/DF/DNS/igp—Josephine Lowman ..... RTS
Youth Parade—1tw-450-igp/mail—Reba & Bonnie Churchill ..... CAI

18.—FAMILY (Child Raising)

After Divorce—1tw-550-mail/C12/DF/DNS—Dr. Melvyn A. Burke & Joanne Grant ..... RTS
Around The House—1tw-250/500-man/mail—Jan Paul ..... PAU
Ask Alma—1tw-450-orp/mail—Alma ..... SF
Australian Home Journal—m-ps-orp/id—From Australia ..... OPS
Australian Woman's Weekly—m-ps-orp/id—From Australia ..... OPS
Birthscope By Elaine—7tw-200-man/mail—Elaine Morrissey ..... BIR
Books Around The House—m-250/500-man/mail—Jan Paul ..... PAU
Child Care—2tw-600-C12/mail—Glenn C. Griffin, M.D. ..... CHC
Choices—3tw-600-orp/mail/C12/P199/wire/DF/DNS—Karen Blacker, Ph.D. ..... NEA
Cleo Magazine—m-ps-orp/id—From Australia ..... OPS
Coping—2tm-1500/var-man/C12/id/mail—Barbara Burtoff ..... BBS
Downhill Pull—1tw-400-C12/P199/mail—Clara Williams ..... CMF
Families Under Stress—2tw-450-mail—Dr. Wm. D. Brown ..... FUS
***Family Doctor**—1tw-800-orp/C12/P199/wire/mail—Dr. Muray Kappelman ..... CMF
***Family Room**—1tw-800-orp/C12/P199/wire/mail—Arlene Uslander & Caroline Weiss ..... CMF
Family Talk—1tw-500/600-var/wire/mail—Dr. Jim & Mary Kenny ..... NCF
For The Divorced—1tw-var-orp/mail—Richard Bennett ..... LIS
Getting Along—2tw-600-mail/man/orp/wire/DF/DNS/C12/P199—Dr. James Comer & Dr. Alvin Poussaint ..... UFS
***Helping Your Learning-Disabled Child-5 part series**—600-orp/C12/P199/mail—Nancy O. Wilson ..... CMF
Homelife—1tw-750-man/mail—Kathy Clark ..... CLA
***How Safe Are Your Children-3 part series**—1200-orp/C12/P199/mail—Gloria Gage ..... CMF
***(How To Keep From Going) Bananas**—1tw/cont-700-orp/C12/P199/mail—Various Authors ..... CMF
How To Stay In Love—3tw-350-C12/DF/DNS—Dr. Charlie Sheed ..... UPS
Keeping Children Healthy—2tm-250/500-igp/mail ..... IMTS
***Keeping Up With Kids**—1tw-700-orp/C12/P199/mail—Kathleen Newton ..... CMF
Letters From Dad—6tw-500-man/mail—Martin J. Ross ..... LAW
Our Children—1tw-550/700-orp/mail/DF/DNS—Dr. Willard Abraham ..... CNS

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***Our Schools Today**—1tw-800-orp/C12/P199/mail/wire—Monica Wilch Perin ... CMF
Parenthood Guidebook—1tw-9½x8"-orp/mail—Mrs. Strom Thurmond ... EDC
***Parents Write Us . . .**—1tw-800-orp/C12/P199/wire/mail—Various ... CMF
People And Problems—6tw-500-man/mail—Martin J. Ross ... LAW
***Person To Person**—1tw-800-orp/C12/P199/mail/wire—Jane Adams ... CMF
Psychology Today—1tw-600-orp/mail/C12/P199/wire/DF/DNS—Editors of Psychology Today Magazine ... NEA
Questions Parents Ask Aunt Lucy—1tw-650-man ... FET
***Right From The Start**—1tw-800-orp/C12/P199/mail/wire—Dr. Selma Greenberg ... CMF
Second Thoughts—1tw-650-man—Virginia Shearer ... FET
Single Parent—1tw-750-man—Sue Cronkite ... AF
Teacher Says—1tw-500-orp—Eleanor Jacoby ... API
Test Yourself—1tw-ps-orp/id—J. Sherrod ... SCI
The Bottom Line—1tw-600/750-wire/mail—Antoinette Bosco ... NCF
The Children's Doctor Answers Your Questions—1tw-600-man/mail—Dr. Lendon H. Smith ... EXM
The Christian Science News And Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ... RTS
***The Sunday Box**—1tw/cont-800-orp/C12/P199/mail/wire—Various Authors ... CMF
The Yardstick—1tw-600/800-wire/mail—Msgr. George G. Higgins ... NCF
TV-The Family Viewpoint—7tw-19.5x9½"-orp/mail/wire ... TVC
***We Want A Child!-3 part series**—1200-orp/C12/igp/mail—Robin Ditmar ... CMF
What The Schools Teach Our Daughters-5 part series—1200-orp/C12/P199/mail—Various ... CMF
Who'll Care For The Children-5 part series—1200-orp/C12/P199 mail—Various ... CMF
You & Yours—m-ps-orp/id—From Australia ... OPS
You, Your Child, And School—1/7tw-500-man/mail—David Nydick ... DAN
Young World—1tw-500/600-var-wire/mail—Tom Lennon ... NCF

19.—FASHION

Australian Home Journal—m-ps-orp-id—From Australia ... OPS
Australian Women's Weekly—m-ps-orp-id—From Australia ... OPS
Beauty Digest—1tw-300-orp/mail/C12/P199/wire/DF/DNS—Diane Robbens ... NEA
Canadian Fashion—1tw-1000-orp-id—Staff ... TSS
Cleo Magazine—m-ps-orp-id—From Australia ... OPS
Clotheslines—1tw-500-man/C12/P199/id/DF/DNS—Marylou Luther ... LAT
Face It—1tw-700-man/mail—Sharon Shoemaker ... ASC
Fall Fashions—sea-40pgs.-ps-pt-orp-id-igp ... FA
Fashion—1tw-600-orp/mail/C12/P199/wire/DF/DNS/igp/id—Ellie Grossman ... NEA
Fashion—1tw-600-orp/mail/C12/P199/wire/DF/DNS/igp/id—Rosette Hargrove ... NEA
Fashion Face and Figure—1tw-var-wire-DF/DNS-mail-man-C12/P199—Florence de Santis ... UFS
Fashion 'n Figure—1tw-5x7"-igp-mail—Paige Palmer ... FAS
Fashion Note—1tw-700-orp/C12/P199/mail/id—Carol Pretlow ... CMF
Fashion Sense—1tw-750-man—Lila Nadell ... FS
Fashion World—1tw-600-igp-C12-orp-mail-DF-DNS—Natalie Best ... CNS
First Impression—1tw-700-man—Anita Gates ... FET
Inside Fashion—4tw-900-igp-mail—Eugenia Sheppard ... FNS
Imagination—1tw-pt-orp-igp—Barbara Cole ... SUN-CWF
Keeping You In Stitches—1tw-ps-orp—Cowan ... SCI
Knight News Wire—7tw-var/DF/DNS ... CTN
Lifestyle Package—1tw-var-wire/DNS—Staff ... UPI
Looking Good—2tw-500-wire-DF/DNS-mail-man-igp-C12-P199—Charles Hix ... UFS
Looking Great—1tw-800-man/id/mail—Gloria Lintermans ... IPS
Marian Christy—3tw-500-man/C12/P199/DF/DNS—Marian Christy ... LAT
National Geographic News Features—2tw-500/750-man-ill—Various Authors ... NGS
Needles & Pins—1tw-250-orp—Righetti ... SCI
Now!—3tw-10x12"-orp-mail-id—Gene Loyd ... RTS
Paula Royce Graham—cont/m-500/var-man/igp/mail—Paula Royce Graham ... GPR
Sew Simple—1tw-550-mail/C12/DF/DNS/id—Eunice Farmer ... RTS
Sew What's New—1tw-700-C12/DF/DNS/id—Sandra Kelly ... UPS
She—3tw-300/500-igp/mail—Eleanor Lambert ... FNS
Spring Fashions—sea-20pgs.-ps-pt-orp-id-igp ... FA
The Christian Science News and Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ... RTS
The Look Of Success—1tw-700-C12/P199/mail/id—Ina B. Miller ... CMF
The Los Angeles Times/Washington Post News Service—d-var-wire-DF/DNS ... LTWP
Weekly Feature Pacage—1tw-16-24 features-various lengths-mail-DNS ... FA
What Next—1tw-4 panels/10½xvar-orp/id ... SPS
Why Grow Old?—6tw-550-mail/C12/DF/DNS/igp—Josephine Lowman ... RTS
You & Yours—m-ps-orp-id—From Australia ... OPS
You Are What You Wear—1tw-700-C12/DF/DNS/id—William Thourlby ... UPS
Your Fashion Image—sea-6x4"/var-igp—Charlotte Wilkinson ... YFI
Youth Parade—1tw-450-igp-mail—Reba & Bonnie Churchill ... CAI

20.—FILLERS

About Young Romance—occ-20/50-man/mail—Dick Harmon ... UQ
According To Guiness—6tw/S-6tw-50/21x3⅞"-S-50-hps/tps/hpt-orp—Norris McWhirter ... UPS
All About NY—cont-var-man/igp/mail—Rick Moran ... PAN
Barbs—7tw-150-orp/mail/C12/P199/wire/DF/DNS/id—Phil Pastoret ... NEA
Beauty Digest—1tw-400-orp/mail/C12/P199/wire/DF/DNS/id—Diane Robbens ... NEA
Brainteasers—1tw-ps-orp/id—Various Authors ... SCI
Briefs—1tw-9½x10"-orp-mail—Staff ... EDC
Can You Explain It?—1tw-500-orp-mail—Richard Russell ... ELA
Christensenism—occ-10/50-man/mail—Gary L. Christensen ... UQ
Chuckles—1tw-18x2"-orp ... MCN
Cross Country—1tw-var-man/mail—Steve Freedman ... TSE
Crown Short Takes—1tw-600-DF/DNS/—Robbins & Associates ... CRO
Cryptoquotes (Coded Quotes)—1tw-ps-orp—A. House ... SCI
Daffynitions—1tw-18x1"-orp ... MCN
Did You Know That—1tw-hpv-orp/id—F. Treadgold ... SCI
Disc-o!—1tw-var-man/mail—Steven P. Freedman ... TSE
Distillates Of Random Thoughts—2xm-100/200-man—Charles Rehns ... REH
***Do! Household Hints Of Today And Yesterday**—1tw/cont-200-orp/C12/P199/mail—Eric Sloane ... CMF
Fantastic Facts—1tw-ps-orp-id—F. Treadgold ... OPS
Fascinatin' Facts—1tw-var-man/mail ... FXM
Felton & Fowlers Famous Americans You Never Knew Existed—1tw-500-man ... FET
Fortune Teller—1tw-ps-orp—Margaret Fulton ... SCI
Glamour Talk—1tw-19x2"-orp—by Joy ... MCN
Glassified Directory—m-var-orp/mail—Selma Glaser ... GLA
Gourmet/Garden—1tw-600-C12/P199/DF/id—Carole Shaeffer ... ART
Grass Roots Clippings—1tw-180-man/mail—Kerwin Hoover ... HTF
Historical Fillers—1tw-800-DF/DNS-orp-mail ... CNS
Home Game—1tw-300-orp—Virginia Truax ... MCN
In Quotes—1tw-1cx3"-orp ... MCN
It's A-Maze-Ing—1tw-ps-orp—F. Treadgold ... SCI
Jazz-Ma-Tazz—1tw-var-man/mail—Steven Freedman ... TSE
Jest For Laughs—1tw-30x5"-orp—Paul Fung ... SM
Lets Make-S—28x4"-orp—Ben Corey ... HAR
Lifestyle Package—1tw-var-wire/DNS—Staff ... UPI
Mazes—1tw-ps-orp—Various Authors ... OPS-SCI
Medicine Chest—1tw-300-orp—Boswell York, R.Ph. ... MCN
Minute Mechanic—4tw-14x4"-orp—Ted Dee ... HAR
More For Your Money—hps-250-orp—Righetti ... SCI
More For Your Money Fillers—m-1500-man-mail—Mike LeFan ... LEF
Musings—1tw-50-orp-mail ... SF
New Notes—1tw-20x7"-orp-mail—Staff ... EDC
News Visuals—5tw-var-orp/igp/id ... NEA
Nit-Wit—7tw-var-man—Robert Thornton ... THF
Now!—3tw-10x12"-mail/orp/id—Gene Loyd ... RTS
Now You Know—6tw-var-wire/DNS—Staff ... UPI
Off The Wall—1tw-10x3¾"-orp ... MCN
One Lining Sports—1tw-450-man—Lee Pacini ... FET
Otto Sez—7tw-10¾x1"-man-mail—Frank Nickens ... HPS
Pet Peeves—1tw-550-man—Joy Young ... FET
Picture Show—1tw-ps-mail/igp/orp—Staff ... APN
Pinup Photos—cont-var-igp-mail—Arthur S. Green ... GRE
Quips & Clips—1tw-200/300-man/mail—Kerwin Hoover ... HTF
Quote/Unquote—1tw-500-orp/mail/C12/P199/wire/DF/DNS/igp—Staff ... NEA
Read & Remember—1tw-50/100-orp—Gordon ... OPS
Science Quiz—1tw-ps-orp/id—F. Treadgold ... SCI
Senator Soaper—1tw-400-man/C12-ocra-P199-mail-wire DF-DNS—Jim Fiebig ... UFS
Short Takes—1tw-200-orp-mail—Staff ... SF
Shorts/Column Closers—1tw-600-orp/mail/C12/P199/wire/DF/DNS ... NEA
Short & Fillers—1tw-ps-orp-mail—Staff ... APN
Sign of The Times—8tw-10x2"-orp—Various Authors ... API
Sketching Tips—5tw-21x5"-orp/id—Joan Altabe ... API
Slapstix—1tw-19x1¼"-orp ... MCN
Snappy Fillers—1tw-800/1000-DF-DNS-orp-mail—Carl Zimmerer ... CNS
Snippets—1tw-200-orp/mail—Staff ... SF
Solunar Tables—7tw-550-mail/C12/DF/DNS—Mrs. Richard Alden Knight ... RTS
Star Bios—1tw-18x1"-orp ... MCN
Supermarket Shopper—2tw-600-wire/man/orp/C12/P199/mail—Martin Sloane ... UFS
Tax Tips—1tw-250-P199/—Mark Stevens ... CMF
Teen Scene—5tw-14x4"-orp—Ben Corey ... HAR
Tele-Trivia—1tw-18x1"-orp ... MCN
Terse Verse—1tw-ps-orp—Gordon ... OPS
The Best Years—1tw-750-man/mail—Sidney Ascher ... ASC
The Bike Shop—1tw-18x1"-orp ... MCN
The Country Parson—6tw-10x12"-mail/orp/id—Frank Clark ... RTS
Theme Song—1tw-var-man/mail—Steve Freedman ... TSE

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23—GARDENING (Farming)

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Losing Weight Is An Inside Affair—2tw-var-orp-man-mail—(Mr.) Gene Morgan ..... RBN
Make People Like You—18 part series-11x28"-orp/id/mail—Lelord Kordel ..... SPE
Man & Medicine—1tw-600-ocra/mail—Irwin J. Polk, M.D. ..... PAG
***Medical Update**—1tw-800-orp/C12-P199-mail—Various ..... CMF
Medical News And Features—1tw-50/600-mail-igp ..... IMTS
***Medical Update**—1tw-800-orp/C12/P199/wire/mail—Various ..... CMF
Medicine and the Law—occ-250—Neil Chayet, J.D. ..... IMTS
Medicine Chest—1tw-300-orp—Bosewell York, R.Ph. ..... MCN
MediFax And Fiction—1tw-var-orp/id—Staff ..... LUI
***Medi-Quiz**—1tw-300-orp-C12-P199/mail—L. Rothman ..... CMF
Miracle Cosmetics—1tw-ps-orp—A. House ..... SCI
Neil Solomon, M.D., Ph. D.—6tw-700-C12/P199/man/DF/DNS—Dr. Neil Solomon ..... LAT
Nutrition For You—1tw-250/500-igp/mail—Melinda Saltzberg, R.D., M.D.H. ..... IMTS
One Man . . . and Medicine—1tw-500-mail—Arthur M. Sackler, M.D. ..... IMTS
People's Pharmacy—2tw-750-orp/C12—Joe Graedon ..... KFS
Personal Health—1tw-1,000-wire—Jane Brody ..... NYT-NS
Picture of Health—1tw-var-orp/id—Staff ..... LUI
Playspace©—6tw-22x7"-orp/mail—Allen Bragdon ..... NYT
Psycho Ecology—5tw-750-man-mail—Martin ..... SAW
Psychology Today—1tw-600-orp/mail/C12/P199/wire/DF/DNS—Editors of Psychology Today Magazine ..... NEA
***Raising Your Allergic Child**—1,200-3pt-orp-C12-P199-igp-mail—Various ..... CMF
***Science Update**—1tw-800-orp-C12-P199/mail-wire—Various ..... CMF
Simple Remedies and Preventive Medicine—1tw-500/750-mail—Agatha M. Thrash, M.D. ..... SPM
***Speaking of Your Health**—6tw-600-orp/C12/wire—Dr. Lester L. Coleman ..... KFS
Special Diets—1tw-600-man-C12-DF-mail—June Roth ..... ROJ
Sports Medicine—1tw-650-man—Lee Raskin ..... FET
Sportsmedicine—1tw-500/750-C12/wire/DF/DNS/mail—Gabe Mirkin, M.D. ..... NYT
Stay Alive Longer—21-part series-11x30"-orp/id/mail—Lelord Kordel ..... SPE
Stay Younger Longer—10 part series-10x28"-orp/id/mail—Lelord Kordel ..... SPE
Staying Healthy—1tw-1000-orp-man—Dr. Clark Hankey ..... MCF
Stop Killing Yourself—5tw-600-orp-DF-DNS—Peter J. Steincrohn, M.D. ..... MCN
***Story of a Stroke**—1,500-2pt-orp-C12-P199/mail—Robert Zimenez ..... CMF
***Surviving Breast Cancer**—1,500-3pt-orp-C12-P199-mail—Jane Cowles, Ph.D. ..... CMF
Taking The Mystery Out of Cancer—6tw-sup-orp—Bee Smart ..... FSF
The Cancer Connection—66-C12-mail—Larry Agran ..... CMF
The Dentist—1tw-300-var-man-mail—Q&A by DDS ..... JDL
***The DES Odyssey Of Pat Cody**—1,200-2pt-orp/C12/P199/igp/mail—Dorothy Bryant ..... CMF
The Doctor Game—1tw-700-man—W. Gifford-Jones, M.D. ..... FET
The Los Angeles Times/Washington Post News Service—d-var-wire-DF/DNS ..... LTWP
The Nation's Health—1tw-1250-C12/DNS/mail—Philip Lee, M.D. ..... CBN
***The Wheel People**—1,500-5pt-orp-C12-P199/mail—Thomas Crompton ..... CMF
To Your Good Health—7tw-750-DF/DNS/C12/P199—Paul G. Donohue, M.D. ..... FNS
Today's Medicine—3tw-500/700-C12/wire/DF/DNS/mail—Michael J. Halberstram, M.D. ..... NYT
VIP Medical Grapevine—1tw-900-man—Ruth Nathan Anderson ..... VMG
***We Want A Child**—1,200-3pt-orp-C12-igp-mail—Robin Ditmar ..... CMF
What About Drinking—1tw-400-man/ocra/mail—Francis M. Seeger ..... DFS
Why Grow Old?—6tw-550-igp/C12/DF/DNS/mail—Josephine Lowman ..... RTS
Young and Healthy Always—3tw-500-man/C12/P199/DNS/DF—Dr. Frank Falkner ..... LAT
Your Health Matters—1tw-550-man—Dr.Francis W. Parnell ..... FET
Your Medicare—1tw-500-mail—Eugene Miller ..... MLN
Your Medicine Chest—3tw-S-500-orp-mail—Jerome J. Jarvis ..... WOR
***Your Medicine Chest**—1tw-cont-700-orp/C12/P199/mail—Various ..... CMF
Your Prescriptions—1tw-300-C12/P199/man/DF/DNS—John Brennan ..... LAT

25—HOBBIES

Animal Ad Libs—1tw-200-orp—Righetti ..... SCI
Antiques—S-850-C12/igp/DF/P199—Lita Solis-Cohen ..... ART
Ask Aunt Madge—7tw-qps-orp-man—Madge Saksena ..... ASK
Auto Album—1tw-200/300-ocra/mail/man/C12/id/P199—Tad Burness ..... UFS
CB Ham Break—2tw-750-C12/id—Mike Wendland ..... UPS
Cash Box Confidential—1tw-550-mail/C12/DF/DNS/igp—George Albert ..... RTS
Clints Hints—1tw-250-orp—Righetti ..... SCI
Coinversations With R. Winston Harris—1tw/m-800-man-igp-mail—R. Winston Harris ..... COI
Crafting One Of A Kind Gifts—1tw-700-man—Elain Broadwater ..... FET
Creative Crafts—1tw-450/500-man/igp/mail—Dona Z. Meilach ..... MEI-CF
Do It Yourself Home Repairs—1tw-100-orp/id—Gordon ..... SCI
Do Your Own Thing—1tw-200-C12/igp—Tom Niekarz ..... UB
Equipment in Review—occ-500-man—Staff ..... IMN
Famous Recipes—1tw-var-orp—J. Sherrod ..... SCI
FANFARE—m-400—Joan Greguski ..... CCF
Fireside Chats—bi-m/16ps-5¼x8½"/orp—Gustav Detjen, Jr. ..... DET
Gardening Tips—1tw-ps-orp—S. Graham ..... SCI
Handwriting Analysis—1tw-250-orp/id—Righetti ..... SCI
Horsin Around—1tw-200-orp—Righetti ..... SCI
Household Repair Dictionary—1tw-bl-orp—Kurt Singer ..... SCI
Household Scrap-Book (Hints)—1tw-100-orp—Gordon ..... OPS
How Can I Household Hints—1tw-250-orp—Gordon ..... OPS
International Adventure (Numismatic)—1tw-500-man—Julius Weiss ..... WEI
International Adventure (Philatelic)—1tw-500-man—Julius Weiss ..... WEI
Japos Bulletin—qt-28ps-5¼x8½"/orp—Gustav Detjen, Jr. ..... DET
Jeane Dixon's Predictions—sea-600-C12/P199/man/DF/DNS-orp—Jeane Dixon ..... LAT
Jewish Stamps & Coin Reporter—eow-300/500-man—Joseph Zollman ..... STA
Junk or Treasure—1tw-500-orp—Dr. Edw. von Rothkirch ..... API
Keeping You In Stitches—1tw-ps-orp—Cowan ..... SCI
Kids Only—1tw-50x10"-orp/mail—M. Zanco ..... DFS
Know Your Antiques—C12/DF/DNS/mail—Ralph & Terry Kovel ..... RTS
Leisure Time—m-25-50"-orp-mail-wire ..... TVC
Let's Make—S-28x4"-orp—Ben Corey ..... HAR
Leisure Time—1tw-500/600-igp-mail—Mildred Gibson ..... CAI
Makin' Things—1tw-550-igp-orp/C12/DF/DNS/mail—Ed & Steve Baldwin ..... RTS
Minute Mechanic—4tw-14x4"-orp—Ted Dee ..... HAR
Miracle Gardening—1tw-100-qps-id—S. Graham ..... SCI
Motor Tips—1tw-ps-orp-id—Various Authors ..... OPS
National Geographic News Features—2tw-500/750-man-ill—Various Authors ..... NGS
Needleplay—2tw-800-DF/DNS/C12/id—Erica Wilson ..... CTN
Needles & Pins—1tw-250-orp—Righetti ..... SCI
Novice Auto Mechanic—1tw-ps-orp/id—A. House ..... SCI
Numismatics—eow-300-mail—Joseph Zollman ..... STA
Numisnotes—1tw/cont-var-man/mail/C12—W. Sachs Gore ..... PTF
Pat's Pointers—1tw-500-DF/DNS/C12/igp—Pat Trexler ..... FNS
Personal Computing—1tw-600-ocra-orp—John C. Dvorak ..... TAG
Philatelic News—1tw/500/man/orp—Gustav Detjen Jr. ..... DET
Picture It—1tw-650-man—Donald Sutherland ..... FET
Plant Talk—1tw-250-orp—Righetti ..... SCI
Popular Mechanics—1tw-var-wire/DNS ..... UPI
Profits From Hobbies, Skills, Interests—1tw-500/700-man—Howard E. Fischer ..... CNO
Sew Simple—1tw-500-mail/C12/DF/DNS/id—Eunice Farmer ..... RTS
Sheinwold On Backgammon—1tw-300-C12/P199/man/DF/DNS/id/orp—Alfred Sheinwold ..... LAT
Sheinwold On Bridge—7tw-300-C12/P199/man/DF/DNS/id/orp—Alfred Sheinwold ..... LAT
Sketching Tips—5tw-21x5"-orp-id—Joan Attabe ..... API
Solunar Tables—7tw-550-mail/C12/DF/DNS—Mrs. Richard Alden Knight ..... RTS
Stamps—x-500/700-man—Joseph Zollman ..... STA

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Steve Ellingson—1tw-200-C12-igp—Steve Ellingson ..... UB
Teen Squawk—1tw-500-man/mail—April Anastasi ..... ASC
The Coin Box—1tw-400-mail—Norman M. Davis, NLG ..... NMD
The Formula—1tw-350-C12/DF/DNS—The Stark Research Corp. . UPS
The House Doctor—1tw-550-mail/C12/DF/DNS/id—
Herman Baum ..... RTS
The Leisure Craftsman—3tw-2c/3c/id/orp/wire—Phyllis Fiarotta . KFS
The Los Angeles Times/Washington Post News Service—
d-var-wire/DF/DNS ..... LTWP
The Mother Earth News—1tw-550/sup-mail/C12/DF/DNS/orp/id . RTS
The Philatelic Journalist—bi-m/16pp-5¼x8½"/man—
Gustav Detjen, Jr. ..... DET
13-Week-Mini-Series—qt-600-orp/mail/C12/P199/wire/DF/DNS .. NEA
Yard Yarns—1tw-250-orp—Righetti ..... SCI
You Can Fix It—1tw-100-orp/id—Walt Trag ..... SCI

27A—HOUSE & HOMES (Decorating)

About the House—m-25x50"-orp-mail-wire ..... TVC
About Real Estate—1tw-550-mail/C12/DF/DNS—
Don G. Campbell ..... RTS
Antiques—S-850-C12/igp/DF/P199—Lita Solis-Cohen ..... ART
Australian Home Journal—m-ps-orp-id—From Australia ..... OPS
Australian Woman's Weekly—m-ps-orp-id—From Australia .... OPS
Beautiful Homes—1tw-1000-orp/igp—Mid Paulus ..... MCF
Cleo Magazine—m-ps-orp-id—From Australia ..... OPS
Creative Crafts—1tw-450-man-igp-mail—Dona Z. Meilach ..... CF
Decor Score—1tw-550/700-orp-igp-DF-DNS-mail—
Barbara Hartung ..... CNS
Decorating Demystified—1tw-cont-100-orp-id-mail—
Joan Lowenthal ..... CMF
Design For People—1tw-500-wire/DF/DNS/mail/man/C12/P199/id—
Emily Malino ..... UFS
Designing Woman—3tw-500-man/C12/igp/DNS/DF—
Barbara Taylor Bradford ..... LAT
***Do! Household Hints of Today And Yesterday**—
1tw-cont-orp-C12-P199-mail—Eric Sloane ..... CMF
Doing It Yourself—m-25x25"-orp-mail-wire ..... TVC
***Elegant Dining**—m-800-C12-P199-igp-mail—Freda Greene ..... CMF
Energy Update—m-25x25"-orp/mail-wire ..... TVC
Fall Home Furnishings—sea-20pgs- ps-pt-orp-id-igp ..... FA
Family Circle—m-var-man/mail-var ..... NYT
***Furnishing With Wood**—1,200-3pt-orp-C12-P199-id-igp-mail
—Paul Dralkin ..... CMF
Home Game—1tw-300-orp—Virginia Truax ..... MCN
House Of The Week—1tw-350-mail-orp—Andy Lang ..... APN
Ideas For Interiors—1tw-300-orp—Deborah Kunstler, ASID .... MCN
Interior Decorating—3tw-400-wire/DF/DNS/mail/man/C12/P199/igp
—Genevieve Fernandez ..... UFS
Knight News Wire—7tw-var-DF/DNS ..... CTN
Lifestyle Package—1tw-var-wire/DNS ..... UPI
Los Angeles Times/Washington Post News Service—
d-var-wire/DF/DNS ..... LTWP
New Direction In Design—1tw-cont-200-orp-id-mail—
Vivian Krawitz — Joanne A. Adelberg ..... CMF
New Ideas Products—m-500-man—Staff ..... SA
Spring Home Furnishings—sea-20pgs-ps-pt-orp-id-igp ..... FA
The Apartment Life Column—1tw-550-mail/C12/man/igp/id
—Apartment Life Magazine ..... RTS
The House Doctor—1tw-550-mail/id/C12/DF/DNS
—Herman Baum ..... RTS
The Mother Earth News—1tw-550/sup-mail/C12/DF/DNS/orp/id . RTS
Today's Compact Living—1tw-550-mail/C12/DF/DNS/id
—Sharon Nelton ..... RTS
What's IN In Interiors—1tw-300/400/22x10"-man/orp/mail
—Nancy Roebuck ..... DFS
Where You Live—1tw-250-orp—Righetti ..... SCI
You & Yours—m-ps-orp-id—From Australia ..... OPS
Your Family Decorator—3tw-600-DF/DNS/C12/igp—
Carleton Varney ..... FNS
Your Home—1tw-400-C12/P199/man/DF/DNS
—Carolyn S. Murray ..... LAT

27B—HOUSE & HOME (House Plans)

About the House—m-25x50"-orp-mail-wire ..... TVC
About Real Estate—1tw-550-mail/C12/DF/DNS
—Don G. Campbell ..... RTS
Antiques—S-850-C12/igp/DF-P199—Lita Solis-Cohen ..... ART
Deco Plans-Projects—1tw-200-C12/P199/man/DF/DNS/id ..... LAT
Design For Living—1tw-500-mail-id-wire—Staff ..... TSS
Doing It Yourself—m-25x25"-orp-mail-wire ..... TVC
Energy Update—m-25x25"-orp/mail/wire ..... TVC
Home Game—1tw-300-orp—Virginia Traux ..... MCN
Home Of The Week—1tw-600-mail-wire-id—Staff ..... TSS
Home Of Your Own—1tw-400-man/C12/DF/DNS/id
—Jean Paul Saint Michel ..... LAT
House Of The Week—1tw-350-mail/orp—Andy Lang ..... APN
House Plans—1tw-750-orp/mail/id—Gerry Bishop ..... UFS
House Plans—1tw-panel-orp/mail—Gerry Bishop ..... NEA
Lifestyle Package—1tw-var-wire-DNS ..... UPI
Los Angeles Times/Washington Post News Service—
d-var-wire-DF/DNS ..... LTWP
New Ideas Products—m-500-man—Staff ..... SA
Parade Of Homes—S-1ps-igp—Carl Gaiser ..... PAR
The Apartment Life Column—1tw-550-mail/C12/man/igp/id
—Apartment Life Magazine ..... RTS
The House Doctor—1tw-550-mail/id/C12/DF/DNS
—Herman Baum ..... RTS
The Mother Earth News—1tw-550/sup/mail/C12/DF/DNS/orp/id . RTS
Your Home—Build and Improve—1tw-200-id/orp
—John D. Bloodgood and Augustus Suglia ..... KFS

27C—HOUSE & HOME (Do-It-Yourself)

A Hand Around The House—1tw-500-C12/man/P199/DF/DNS/id
—A.J. Hand ..... LAT
About Real Estate—1tw-550-mail/C12/DF/DNS
—Don G. Campbell ..... RTS
About Tools—1tw-650-man—Ronald E. Thomas ..... FET
Antiques—S-C12/igp/DF/P199—Lita Solis-Cohen ..... ART
Ask Handyman—2tw-500-man/id/mail
—Editors of Handyman Magazine ..... CF
Buddy's Workshop—1tw-22.6x5"-orp—Staff ..... CSP
Clints Hints—1tw-250-orp—Righetti ..... SCI
Creative Crafts—1tw-500-igp—Dona Z. Meilach ..... MEI
Design For People—1tw-500-wire/DF/DNS/mail/man/C12/P199/id
—Emily Malino ..... UFS

Do It Yourself—1tw-500/750-man-id-igp-mail
—R. Randolph Karch ..... KAR
Do It Yourself Home Repairs—1tw-100-orp/id—C. Gordon .... SCI
Do Your Own Thing—1tw-200-C12/igp—Tom Niekarz ..... UB
Energy Savers—1tw-200-orp/id—Larry Eisinger ..... CTN
Energy Saving Helpful Hints—1tw-spv-orp-id—B. Woody ..... OPS
First Aid For The Ailing House—4tw-500-wire/DF/DNS/
mail/man/C12/P199/id—Roger Whitman ..... UFS
Fix It Fast—1tw-400-orp/mail/C12/P199/wire/DF/DNS/id—
Staff ..... NEA
***Furnishing With Wood**—1,200-3pt-orp-C12/P199/id/igp/mail
—Paul Dralkin ..... CMF
***Green Thumbs**—1tw-800-orp-C12-P199/mail/wire
—Mimi Fleige ..... CMF
***Grin & Repair It**—1tw-cont-700-orp-C12-P199/mail/wire
—Greg Phillips ..... CMF
Here's How—1tw-400/550-DF-DNS-orp-mail—Gene Gary ..... CNS
Home Game—1tw-300-orp—Virginia Traux ..... MCN
Home Improvement—1tw-var-C12/wire/DF/DNS/mail/igp
—Bernard Gladstone ..... NYT
Home Line—6tw-500-man/C12/P199—Roberta Matthews ..... LAT
Home Workshop File—1tw-3x8¾"-orp/id—Larry Eisinger ..... CTN
House Of The Week—1tw-350-mail/orp—Andy Lang ..... APN
Household Repair Dictionary—1tw-bl-orp—Kurt Singer ..... SCI
Household Scrapbook (Hints)—1tw-100-orp—Gordon ..... OPS
How—3tw-500-C12/DF/DNS—Lois Libien &
Margaret Strong ..... CTN
How Can I (Household Hints)—1tw-250-orp—Gordon ..... OPS
How To . . .—1tw-11x3½"-orp—K. Keene ..... CSP
***Kitchen Garden**—1tw-700-orp-C12-P199/mail/wire
—Evelyn Gaspar ..... CMF
Leisure Time—1tw-500/600-igp-mail—Mildred Gibson ..... CAI
Lifestyle Package—1tw-var-wire/DNS ..... UPI
Los Angeles Times/Washington Post News Service—
d-var-wire-DF/DNS ..... LTWP
Make It Yours—1tw-550-orp-C12-id-DF-DNS-mail—Ellen Appel . CNS
More For Your Money—1tw/m-450/20x8"-orp-man-igp-mail
—Mike LeFan ..... LEF
Mr. Fix—1tw-450-orp/mail/id ..... SF
More For Your Money Fillers—m-1500-man-mail
—Mike LeFan ..... LEF
New Ideas Products—m-500-man—Staff ..... SA
Pest Control—occ-1000-mail—Alan Caruba ..... INP
Polly's Pointers—5tw-450-orp-mail-wire-C12-P199/DF/DNS
—Polly Cramer ..... NEA
Steve Ellingson—1tw-200-C12-igp—Steve Ellingson ..... UB
Super Handyman—3tw-650-id/orp/C12—Al Carell ..... KFS
The Apartment Life Column—1tw-550-mail/C12/man/igp/id
—Apartment Life Magazine ..... RTS
The House Doctor—1tw-550-mail/id/C12/DF/DNS
—Herman Baum ..... RTS
The Mother Earth News—1tw-550/sup-mail/C12/DF/DNS/orp/id . RTS
***The Refinishing School**—1,200-3pt-orp-C12-P199-wire-mail
—Stephen Morse ..... CMF
Things Your Mother Never Taught You—
1tw-700-C12/DF/DNS/id—Jim Reitz ..... UPS
You Can Fix It—1tw-100-orp/id—Walt Trag ..... SCI

28—HUMOR COLUMNS

Another Look—2tw-600/650-C12-ocra-P199-DF-DNS-mail
—Robert Yoakum ..... YKM
Andy Rooney—3tw-600-DF/DNS/C12—Andy Rooney ..... CTN
Art Buchwald Column—3tw-500-C12/P199/man/DF/DNS
—Art Buchwald ..... LAT
At Wit's End—3tw-400-C12/DF/DNS/mail—Erma Bombeck ..... FNS
Capitol Comedy—1tw-500-man—Jack Posner ..... POS
Celebrity Jokes—1tw/7tw-qpt-orp—Various Authors ..... OPS
Consumer Humor—m-21x5¾-orp/mail/wire ..... TVC
Consumers' Dilemma U.S.A.—1tw-400-orp-mail
—Samuel P. Levine ..... LEV
Curt Sytsma—1tw-40/80 lines-mail/orp—Curt Sytsma ..... RTS
Dear Anybody—1tw-500-orp—Walter Schmidt ..... API
Dear Tabby—1tw-28x8¼"-orp/mail
—Tabby-Tail Van Dickson ..... DFS
Facetiousness Is Rife—1tw-300-man/ocra/mail—Joanne Rife .. DFS
Felton & Fowler's Famous American You Never Knew Existed—
1tw-500-man ..... FET
Fightin' Mad—2tw-600-C12—Jim Arditto ..... ASI
Green 'n Grassy—1tw-250-man—Mike Beaudorn ..... BEA
Humor—1tw-11x6"-orp—Staff ..... CSP
Humor Columnist—1tw-640/var—Shirley Whittington ..... MIL
Humoresque—1tw-100-mail—Don Alexander ..... ARU
If It Fitz—3tw-500-C12/DF/DNS/P199—Jim Fitzgerald ..... LAT
In School On Planet Earth—1tw-500-orp—Toya Morgan ..... API
Is Anyone Listening—1tw-800-orp-C12-P199-wire-mail
—Fredi Solod ..... CMF
It Could Be Verse—cont-var-mail—George O. Ludcke ..... LUD
Jeanne Emmick—2tw-600-C12/P199/DF—Jeanne Emmick ..... ART
It's News To Me—3tw-600-C12-mail—Herb Caen ..... CHR
Jest Browsing—3tw-500-man ..... POS
Jest For You—1tw/cont-14x6"-orp—Robert Orben ..... COC
Jest In Fun—1tw-1col.x2"-id-mail—Staff ..... AMW
Jim Aylward's Journal—3tw-500-wire/DF/DNS/mail/man/orp/C12/
P199—Jim Aylward ..... UFS
John Keasler Column—4tw-700-orp—John Keasler ..... MCN
Jokes—cont-var-man—Staff ..... BAS
Just Supposin'—1tw-500-man/ocra/orp/mail—Garret Mathews .. DFS
Ken Cruickshank Column—1tw-600-man/mail—
Ken Cruickshank ..... RIS
Kitchen Cynic—1tw-200-man/id—Bern Sharfman ..... AMF
Laffiti—1tw-1col. x 2.5"-id-mail—Staff ..... AMW
Laughing Matter—1tw-400-orp—Dick Emmons ..... EMM

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Wish I'd Said That—1tw-150-orp/man/ocra/mail
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31. MISCELLANEOUS COLUMNS & FEATURES

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Another Look—2tw-600/650-C12-ocra-P199-DF-DNS-mail—
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Army Funnies—1tw-var/man—Buddy Basch ..... BAS
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Another Look

Uppercased Kitty Litter

BY ROBERT YOAKUM

IN A recent column about our dog Barney I quoted him as saying, "Those dogs in television ads are starved until they would eat kitty litter."

A harmless little canine quote, n'est-ce pas?

No, it wasn't. In less time than it takes a kitty to shred a new chair I received the following letter:

"Dear Sir: Here's some important information we'd like to bring to your attention!!

" 'Kitty' is an informal noun meaning kitten or cat.

" 'Litter' refers to discarded waste material.

"But KITTY LITTER is the legal trademark for a brand of cat box filler manufactured by Lowe's, Inc. This trademark is registered in the U.S. Patent and Trademark Office and is the exclusive property of Lowe's, Inc.

"Because KITTY LITTER is a brand name, it should *never* be printed in lower-case type or used as a generic term.

"Your misuse of our trademark in the attached article was probably an oversight. In the future, however, we must ask you to capitalize KITTY LITTER or use a generic term such as 'cat box filler.'

"While this letter is necessary to protect our trademark rights, we want you to know that we appreciated seeing your mention of our product category. Thanks for your cooperation — and please acknowledge your receipt of this letter . . .

"Very sincerely yours, William L. Burge, National Sales Manager, Lowe's, Inc."

Then, to drive home the seriousness of my transgression and the need for prompt written repentance, Mr. Burge added in the lower left-hand corner "cc: Mr. M.A. Hobbs, Attorney at Law."

+ + +

MY FIRST reaction was to chuck Mr. Burge's warning and return to brooding about the possible collapse of the world's monetary system, boobism at the ballot box, political and religious fanaticism, and the significance, if any, of the fact that eight of the 10 major candidates in the New Hampshire primaries have names that begin with A, B, C, or D.

But that letter wouldn't stay out of my mind. Just think — someone, somewhere, works for a clipping service, *and that someone has the job of reading publications to find out whether the words kitty litter are being printed in upper case!*

+ + +

SO MY second reaction was to answer Mr. Burge:

"Dear Mr. Burge: You didn't say how long your product has been on the market, but the nouns 'kitty' and 'litter' were conjoined in our house many years ago. In other words, I don't know who started using the two words first — you or us — but more importantly, I don't give a damn.

"I can understand the desire to protect and capitalize certain words coined for commercial purposes — words like Coke and Kleenex and Ex-Lax. But why should I capitalize the generic term 'kitty litter' just because you came along and registered what had heretofore been community property?

"The stuff used by our cat, Fido, is called 'Hide.' Below that name, in large letters, the makers of Hide have printed 'cat litter.' They did not print 'cat box filler,' or 'granular substance for minimizing moisture and maximizing the coagulative characteristics of feline excrement.' No, they quite reasonably identified their product as cat litter.

"As in many homes, our cats are known as kitties, or kitty-cats, until their dying day. When calling Fido for a meal, we, like everyone else, say 'Here kitty, kitty, kitty!' not 'Here cat, cat, cat!'

+ + +

"**IN OTHER** words, Mr. Burge, our cats are kitties, and their litter is kitty litter.

"Our dog, if he had a house of his own, would live in a dog house, not a Dog House — even if some company decided to make and sell something called a Dog House. The same would be true of products called Fish Bowl, Bird Seed, Chicken Feed, Bull — well, you get the idea.

"So, Mr. Burge, I refuse to comply. You can tell your attorney at law, M.A. Hobbs, that I shall continue to write 'kitty litter' as 'kitty litter.'

"I will not equivocate on this issue, Mr. Burge. I have had to give in too often recently. At all levels — domestic, local, national, and international — I've been nudged and pushed and provoked. But this is it. 'Kitty litter, kitty litter, kitty litter, kitty litter, kitty litter, kitty litter, kitty litter, kitty litter . . . .

"Yours sincerely."

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Small Business Tips—1tw-600-orp-ocra—John C. Dvorak ... TAG
Solve a Crime—1twk-500-orp—C. Gordoa ... SCI
Solve-A-Problem—1tw-hps-orp—Gordon Trag ... SCI
Special Series—occ-var-orp/mail/C12/P199/wire/DF/DNS—Dick Kleiner ... NEA
Sports of The Times—6tw-750-wire—Dave Anderson ... NYT-NS
Sports of The Times—6tw-750-wire—Red Smith ... NYT-NS
Stardust—7tw-11.5x28½"-orp-mail-wire ... TVC
Staying Ahead—2tw/750/DF/DNS/mail—Jane Bryant Quinn ... WPW
Storiettes—1tw-500-orp—A.P.S. Sweet ... API
Strength For the Day—6tw-150-man-mail—Dr. Elisha Douglass ... CF
Sunday Specials—S-1000/1500-man-mail—Various Authors ... WWS
Super Psychic—1tw-450-orp/mail—David Hoy ... SF
Taking It Lightly—1tw-300-orp/C12/mail—Gerald Leibowitz ... CMF
Tax Tips—1tw-750-P199—Mark Stevens ... STE
Terse Verse—1tw-ps-orp—Gordon ... OPS
That's Life—1tw/var/man—Buddy Basch ... BAS
The Apartment Life Column—1tw-550-mail/C12/man/igp/id—Apartment Life Magazine ... RTS
The Best Of The Week—1tw-var-mail—Various Publications ... AMW
***The Billion Dollar Game**—1tw-600-orp/C12/P199/mail/wire—Ken Richardson ... CMF
The Bottom Line—1tw-wire-mail—Antoinette Bosco ... NCF
The Consumer Wants To Know—1tw-400-orp-mail—Samuel P. Levine ... LEV
The Christian Science News and Photo Service—1tw-var-mail/C12/DF/DNS/id/orp ... RTS
The Family Forum—m-25x25"-orp-mail-wire ... TVC
The Grape Press—1tw-250-orp—Righetti ... SCI
The Katz Meow—1tw-var-wire/mail/id/igp—Harry J. Katz ... NWB
The Lewis Grizzard Column—1tw-550-mail/C12/DF/DNS—Lewis Grizzard ... RTS
The Nations Health—1tw-1,250-C12-DNS-mail—Philip Lee, M.D. ... CBN
The People Page—1tw-600-orp/man/C12/P199/wire/DF/DNS/igp—Staff ... NEA
The Pet Parade—1tw-450/500/man—William Patterson ... PET
The Phoenix Nest—1tw-700-mail/orp—Martin Levin ... APN
The Rest Of The Story—1tw-300-C12/P199/man/DF/DNS—Paul Harvey ... LAT
***The Sunday Box**—1tw/cont-800-orp/C12/P199/mail/wire ... CMF
The Teen Scene—m-25x25"-orp-mail-wire ... TVC
The View At The Top—1tw-600-C12/DF—Milton Rockmore ... ROC
***The Visual Image**—occ-var-mail—Michael Anthoney ... JAR

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The World of Money—1tw-300/400-man/ocra/orp/mail—Susan Cherry ..... DFS
The World of Steve Allen—1tw-400-mail—Steve Allen ..... IPS
The Yard Stick—1tw-wire-mail—Msgr. George Higgins ..... NCF
Things—2tw-700-man-igp—Miv Schaaf ..... SCH
This Day In History—1tw-100-C12-wire—Ralph Hollenbeck ..... KFS
This 'n That—1tw-450-orp/mail—Barbara Allison ..... SF
13-Week-Mini-Series—qt-600-orp-mail/C12/P199/wire/DF/DNS—Various ..... NEA
Thought For The Day—7tw-20/35-man-mail—Gary L. Christensen ..... UQ
Today's Compact Living—1tw-550-mail-C12/DF/DNS/id—Sharon Nelton ..... RTS
Tom Tiede/National correspondent—3tw-750-orp/mail/C12/P199/wire/DF/DNS/tape/igp—Tom Tiede ..... NEA
Topical Sets of Quotations-Humorous—m-300/450-man-mail—Gary L. Christensen ..... UQ
Topical Sets Of Quotations-Self Improvement—m-300/450-man/mail—Gary L. Christensen ..... UQ
***Travel Smart**—1tw-300-orp/C12/P199/mail/wire—Herbert Teison . CMF
TV From a Women's Viewpoint—1tw-spv-man/id—Marcia Michels ..... AMF
TV Personality (Profile)—w-19.6x9½"-orp-mail-wire ..... TVC
2 Minute Meditation (Religious)—w-150-orp—A. Blake ..... SBP
Uncommon Conversations—1tw-800-C12/igp/DNS/DF—Phil Nobile ..... UPS
Understanding People—1tw-300-C12/P199/man/DF/DNS—John Gibson ..... LAT
Uri Geller Cd—1tw-600-man—Uri Geller ..... MCN
Various—occ-var-man-mail—Dan Carlinsky ..... CAR
VIP Medical Grapevine—1tw-900-man—Ruth Nathan Anderson . VMG
Washington Insider—2tm-800/1000-orp ..... API
Washington Siren—1tw-var-man-mail—Cyrene Dear ..... DPR
We Americans—1tw-var-wire/DNS—Richard Growald ..... UPI
What About Drinking—1tw-400-man/ocra/mail—Francis M. Seeger ..... DFS-DMS
What Ever Happened To . . .—1tw/var/man—Buddy Basch ..... BAS
What's Up?—1tw-600-orp/mail/C12/P199/wire/DF/DNS/igp—Staff . NEA
What You've Got Coming In Social Security & Medicare—sea-var-orp/mail/C12/P199/wire/DF/DNS—William Steif ..... NEA
Who Was That Lady?—1tw-orp ..... MCN
Will Rogers Says . . .—5tw-10x12"-mail/DF/DNS/orp—Edited by Bryan Sterling ..... RTS
Willoughby On Religion (column)—1tw-1,000+-mail—William F. Willoughby ..... RET
Window On Religion—2tm-600-750-mail—John Jenkins ..... RET
Wine Primer—1tw-600-ocra-orp—Mark Pugner ..... TAG
Winning Ways—m-200/250-man—Charles Rehns ..... REH
***Women At Work**—1tw/cont-800-orp/C12/P199/mail/wire ..... CMF
Word-A-Day—6tw-11x3¾"-orp—Mickey Bach ..... FNS
Words Wit & Wisdom—6tw-500-wire/DF/DNS/mail/man/orp/C12/P199—William & Mary Morris ..... UFS
Words-Words-Words—3tw-350-mail/orp—Michael Gartner ..... RTS
World Heritage—1tw/1000/orp/man—Nick Liakakos ..... MCF
World In Focus—1tw-700/800-wire/mail—William R. Frye ..... FRY
World of Stereo—1tw-350/500-xerox/man/igp/mail—Tom Krehbiel ..... WCM
World Press Reprints—m-var-man/id/mail ..... WPR
Would You Believe . . .?—1tw-5tw/7tw-cont-300/500/var-wire-orp-mail-id/igp—Fred Philox ..... CDF
You, Your Child, and School—1/7tw-500-man-mail—David Nydick ..... DAN
You're The Detective—hps-500-orp—Righetti ..... SCI
Your Job/Your Career—1tw-400-man/ocra/mail—Leonard Corwen DFS
Your Medicine Chest—3tw-500-orp-mail—Jerome J. Jarvis ..... WOR

32. NEWS SERVICES

Academic News Service—1tw-7tw-var-man/C12/id/mail—Various ..... ANS
Campus Reports/News Analysis—1tw-600/1200-DF/mail—Staff CPR
Congressional Quarterly News Service—3tw-600-1,200-orp-id-DF-DNS-mail—Peter Harkness ..... CQ
Data News Service—7tw-var-wire/DNS—Staff ..... UPI
Dateline Washington—7tw-430-450-orp/man—Walter Riley ..... DAT
Diplomatic Pouch—occ-700/1200-wire/mail—William R. Frye ... FRY
Field News Service—7tw-var-DF/DNS/mail ..... FNS
Foreign Editors Say—1tw-800-man/mail/DF ..... WPR
Horizons—1tw-var-wire/DNS—Staff ..... UPI
Independent News Alliance—6tw-var-man/DF/DNS/wire/igp/id/mail—Various ..... INA-UFS
Knight News Wire—7tw-var-DF/DNS ..... CTN
LeMonde—7tw-var-wire—Various ..... NYT
Miko's Notebook—3tw-700/man/mail—Bob Miko ..... MNS
News—6tw/cont-pt-man/wire ..... PWF
News From NYC—7tw-var-man/igp/mail ..... PAN
News Service—7tw-500-2,500-wire-DF—Staff ..... REU
Newsweek Mini-Bureau—cont-var-wire/mail/igp ..... NIES
Politics and Religion—1tw-600-750-mail—Martin Mawyer ..... RET
PR Calender—1tw-var-mail ..... WIP
Right To Work News Service—2tm-60x15"-orp-mail—Reed Larson ..... NRW
Scripps-Howard News Service—6tw-var-wire/man/mail/DF/DNS ..... UFS
The Christian Science News And Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
The Los Angeles Times/Washington Post News Service—7tw-var-wire-DF ..... LTWP
Toronto Star News Service—1tw-var-mail-wire-igp ..... TSS
World News Summary—7tw-var-wire/DNS—Staff ..... UPI

33A. OUTDOORS (Camping)

About Camping—1tw-750-man—Craig Mitchell ..... FET
All About Horses—1tw-500-man—John H. Shropshire ..... SHR
Along The Camping Trail—2tm-600-orp/man—The Bascomes ... BA
Camping All Year Round—1tw-300-orp—Bob Nesoff ..... MCN
Camping Family Style— 1tw-450-orp-mail—Angela & Ford Bothwell ..... SF
Elmer Stoon—1tw-21x4"-orp—Don Knudsen ..... SIE
Feature Story By Bill Griffith—1tw-500/1000/-8½x14"-orp/id/igp/mail—Bill Griffith ..... GRF
Hiking & Biking—1tw-500-man/id/mail—Christopher Nyerges .... IPS
Knight News Wire—7tw-var-DF/DNS ..... CTN
Mark Trail's Outdoor Tips—6tw-11x3¾"-orp—Ed Dodd ..... FNS
Merilly RV—2tw-550-orp-C12/id/DF/DNS/mail—Wm. Jackson ..... CNS
Old Farmer's Almanac—1tw-750-orp-mail ..... UFS
Rod Hamm's Field Journal—1tw-650-man—Rod Hamm ..... FET
Solunar Tables—7tw-550-mail/C12/DF/DNS—Mrs. Richard Alden Knight ..... RTS
Sportsman's World—1tw-400-man/ocra/mail—Buck Russell .... DFS
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
The Marine Scene—1tw-500-orp—Marlyn Russell ..... TWN
The Mother Earth News—1tw-550/sup-mail/C12/DF/DNS/orp/id ..... RTS
The RV Trail—1tw-500-man/igp/mail—V. Lee Oertle ..... IPS
Von Mabel's Backpacking—1tw-var-orp/mail—Sheridan Anderson ..... RIP
Wilderness Wisdom—1tw-400-man-orp—Wayne Calloway ..... MAL

33B. OUTDOORS (Fishing)

***Curt Gowdy's Fish & Game Tips**—1tw-4c-orp—Curt Gowdy ... KFS
Elmer Stoon—1tw-21x4"-orp—Don Knudsen ..... SIE
Here And There With Rod And Gun—1tw-750-orp-mail—Sidney DuBroff ..... GPL
Knight News Wire—1tw-var-DF/DNS ..... CTN
Mark Trail's Outdoor Tips—6tw-11x3¾"-orp—Ed Dodd ..... FNS
Mr. Crabtree—5tw-3c5"-orp ..... ITP
Old Farmer's Almanac—1tw-750-orp-mail ..... UFS
Rod Hamm's Field Journal—1tw-650-man—Rod Hamm ..... FET
Solunar Tables—7tw-550-mail-C12/DF/DNS—Mrs. Richard Alden Knight ..... RTS
Sportsman's World—1tw-400-man/ocra/mail—Buck Russell .... DFS
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
The Mother Earth News—1tw-550/sup-mail/C12/DF/DNS/orp/id ..... RTS
Wilderness Wisdom—1tw-400-man-orp—Wayne Calloway ..... MAL

33C. OUTDOORS (Hunting)

***Curt Gowdy's Fish & Game Tips**—1tw-4c-orp—Curt Gowdy ... KFS
Elmer Stoon—1tw-21x4"-orp—Don Knudsen ..... SIE
Here And There With Rod And Gun—1tw-750-orp-mail—Sidney DuBroff ..... GPL
Knight News Wire—1tw-var/DF/DNS ..... CTN
Mark Trail's Outdoor Tips—6tw-11x3¾"-orp—Ed Dodd ..... FNS
Old Farmer's Almanac—1tw-750-orp-mail ..... UFS
Rod Hamm's Field Journal—1tw-650-man—Rod Hamm ..... FET
Solunar Tables—7tw-550-mail-C12/DF/DNS—Mrs. Richard Alden Knight ..... RTS
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
The Marine Scene—1tw-500-orp—Marylyn Russell ..... TWN
The Mother Earth News—1tw-550/sup-mail/C12/DF/DNS/orp/id ..... RTS
Wilderness Wisdom—1tw-400-man-orp—Wayne Calloway ..... MAL

34. PATTERNS (Sewing)

Creative Stitchery—3tw-150-C12/P199/man/DF/DNS/id—Bruna Jones ..... LAT
Designer Patterns—1tw/2tw-1&xvar/9xvar-orp-id ..... SPS
Do Your Own Thing—1tw-200-C12/igp—Tom Niekarz ..... UB
Dress Pattern Features—7tw-1c-id-orp—Anne Adams ..... KFS
***Dress Pattern Features**—7tw-1c-id-orp—Marian Martin ..... KFS
Dress Patterns—6tw/S-8.5x8½"-orp-mail-id—Sue Burnell .. NEA-UFS
Family Circle—m-var-man/mail—Various ..... NYT
Fashion & Fabrics—1tw-600-orp—Fannie Gleeson ..... MCN
Keeping You In Stitches—1tw-ps-orp—Cowan ..... SCI
Let's Sew—S-tps-hpt-orp ..... KFS
Needlecraft Pattern Feature—7tw-1c-id-orp—Alice Brooks ... KFS
Needlecraft Pattern Feature—7w-1c-id-orp—Laura Wheeler ... KFS
Needleplay—2tw-800-C12/DF/DNS/mail/ID—Erica Wilson ..... CTN
Needles & Pins—1tw-250-orp—Righetti ..... SCI
Needlework—6tw-8.5x8½"-orp-mail-id—Anne Cabot ..... NEA-UFS
Now!—3tw-10x12"-mail/orp/id—Gene Loyd ..... RTS
Patchwork & Quilting—1tw-450-(125 edited)-Xerox-igp-mail—Kathy Faryon ..... CWF
Pattern Party—S-tps-hpt-id-orp ..... KFS
Patterns & Needlework—S-hpt-id-orp/mail—Staff ..... NEA
Patterns & Pointers—S-tps-hpt-orp-mail—Polly Cramer ..... NEA
Polly's Pointers—S-tps/hpt-orp/mail/id—Polly Cramer ..... NEA
Prominent Designer Dress Pattern Feature—S-2c-id-orp—Various Designers ..... KFS
Sew Simple—1tw-550-mail/C12/DF/DNS/id—Eunice Farmer ..... RTS
Sew What's New—1tw-700-C12/id/DNS/DF—Sandra Kelly ..... UPS
Sew With Flair—1tw-500-C12/id/DF/DNS/mail—Sandra Betzina . CHR
Steve Ellingson—1tw-200-C12-igp—Steve Ellingson ..... UB
Stitchin' Time (Sewing)—1tw-600-orp/mail/C12/P199/wire/DF/DNS/tape/id—Joanne Schneber ..... NEA
Stitchin' Times (Knitting)—1tw-600-orp/mail/wire/C12/P199/DF/DNS/tape/id—Judy Love ..... NEA
Stitching Witchery—2tw-350-orp-DF-DNS-mail—Betty Kinser .. CNS
Young Originals—1tw-18x8½"-orp-mail-id—Staff ..... NEA
You're Sew Right—1tw-22xvar-orp-id—Dale Cavanagh ..... SPS

35—PETS

All About Pets—1tw-250-C12/P199/man/DF/DNS—Eleanor Price ..... LAT
Animal Ad Libs—1tw-200-orp—Righetti ..... SCI
Animal Doctor—2tw-600/wire/man/mail—Dr. Michael Fox ..... UFS
***Animal World**—1tw-800-orp/C12/P199/mail/wire—Helen Galantiere ..... CMF
Ask Your Vet—3tw-700-C12/P199/DF/DNS—Dr. Michael Milts ... CTN
***Caring**—1tw-700-orp/C12/P199/wire/mail—Leslie Smith ..... CMF
Horoscopes For Pets—1tw-500-mail—Lady Cassandra ..... AST
Horsin' Around—1tw-200-orp—Righetti ..... SCI
Of Course, A Horse—1tw-550-orp-DF/DNS-mail—Don Blazer ... CNS
Pets Pleasureful—1tw-300/400-man/ocra/mail—Carolyn Luetje ..... DFS
Points On Pets—1tw-450-orp/mail/DF/DNS—H.P. Jans, D.V.M. .. CNS
The Pet Parade—1tw-450/500-man—William Patterson ..... PET
The Pet Set—6tw-21x4¾"-orp—Doug & Jean ..... BOR
***Wild, Wild World** — 1tw-700-orp/C12/P199/id/igp/mail ..... CMF
The Wonderful World of Animals—7tw-2c/600/orp/wire—Frank Miller ..... KFS
The Wonderful World Of Animals—6tw/1tw-500/750-C12/id/DF/DNS/mail—Frank Miller, D.V.M. ..... CHR

36—PHOTOGRAPHY

Camera View—1tw-var-C12/wire/DF/DNS/mail—Various ..... NYT
How-To Photography—cont-var-man-mail—Arthur S. Green ... GRE
In Focus And Out—1tw-850-man/igp/mail—D. J. Herda ..... IPS
New York Feature Photography—cont-var-igp-mail ..... PAN
Photo Infor—1tw-500/700-man/igp/mail—Bill Baughman ..... BAU
Photoday—1tw-750-man/mail—Martin ..... SAW
Picture This—1tw-300/500-man-igp-mail—Monte Nagler ..... KAH
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
Through The Lens—1tw-500/700-DF-DNS-orp-mail—Holt Confer ..... CNS
Your Photos—1tw-400-man/C12/P199/man/igp/DF/DNS—Albert Moldvay ..... LAT

37—PHOTO SERVICES (Pictures)

Color Picture Transmissions—5tw-wire ..... UPIN
Dateline Washington—7tw-430-450-orp-man—Walter Riley ..... DAT
Fashion Index—1tw-var-mail ..... FA
Feature Story By Bill Griffith—1tw-500/1000-8½x14"-orp/id/igp/mail—Bill Griffith ..... GRF
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Newspictures—Telephoto Facsimile-7tw-(Cablephoto/Radiophoto Worldwide) (Telephone USA)-mail ..... UPI
News Visuals—5tw-var-orp-mail-igp—Staff ..... NEA
Newsweek Mini-Bureau—cont-var/wire/mail/igp ..... NIES
Newsweek Photo Service—1tw-var-igp ..... NIES
NYT Pictures-Photo Service—d-var-igp-wire ..... NYT-P
Photo Files—General—cont-var-igp ..... BAS
Photo Files—Show Business—cont-var-igp ..... BAS
Photographs—occ-5x7"/igp ..... LUT
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Photo Service—7tw-mail ..... PCC
Photos—1tw-22.6x3"-orp—Various Contributors ..... CSP
Photos From N.Y.—7tw-5x7"/man/with igp ..... PAN
Photostory—1tw-orp/igp/mail ..... CMF
Sport Photos From N.Y.—cont-var-man/igp ..... PAN
Sports View—1tw-19 x var-orp-mail—Photos ..... SF
The Christian Science News and Photo Service—7tw-var-mail/C12/DF/DNS/id/orp ..... RTS
The Farmer On Capital Hill—1tw-qpt-orp-man—Walter Riley ..... DAT
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
Toronto Star Photo Service—1tw-var-igp ..... TSS
TV Color Front Cover—1tw var-ing-igp-orp-mail ..... TVC
TV Photo—7tw-var-orp-igp-mail-wire ..... TVC
TV Photo Service—1tw-var-orp/mail/igp ..... UFS
Unipix—5tw-mail ..... UPIN
Weekly Program Photo Highlights—7tw-var-orp-mail ..... TVC

38—POLLS & SURVEYS

ABC News-Harris Survey—3tw-800-C12/P199/DF/DNS/wire/mail—Louis Harris ..... CTN
Academic Survey Results—1tw-S-var-man/C12/id/mail—Various ..... ANS
Australian Home Journal—m-ps-orp-id—From Australia ..... OPS
Australian Women's Weekly—m-ps-orp-id—From Australia ..... OPS
Cleo Magazine—m-ps-orp-id—From Australia ..... OPS
Dateline Washington—7tw-430-450-orp-man—Walter Riley ..... DAT
Gallup Poll—2tw-var-DF/DNS/C12/id/igp—Dr. George Gallup ..... FNS
Gallop Youth Survey—1tw-600-mail/DF/orp—George Gallup ..... APN
National Geographic News Features—2tw-500/750-man-id—Various Authors ..... NGS
The Farmer on Capitol Hill—1tw-qpt-orp-man—Walter Riley ..... DAT
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
Travel News & Notes—1tw/var/orp/igp—George G. White, Sr. ..... FEA
You & Yours—m-ps-orp-id—From Australia ..... OPS

39A—PUZZLES (Cross-word)

Bible/Crostic—1tw-22x6"-orp/mail—Ray Helle ..... CF
Big Crossword (23x23)—occ-1tw-30x15"-orp/man/mail—Naida Dickson ..... DFS
Crossword—1tw-orp ..... MCN
Crossword—1tw-20x9"-orp-mail—H.L. Risten ..... EDC
Crosswords—6tw-21.5x8"/21.5x6½"-orp-mail ..... NEA
Crosswords—1tw-qpt-orp—Alan Foley ..... SCI
Crossword Puzzle—1tw-20x4¾"-orp—Bernice Paschen ..... SM
Crossword Puzzle—1tw-19x6"-orp-mail—Staff ..... SF
Crossword Puzzle—1tw-2 col-21x6½"-mail-orp—Katie De Satta ..... MOR
Crossword Puzzle—6tw-22x8½"-mail-orp—Nina Cooper ..... APN
Crossword Puzzle with Cryptoquips—7tw-2c-orp—Eugene Sheffer ..... KFS
Crossword Puzzle with Cryptoquotes—7tw-2c-orp—Thomas Joseph ..... KFS
Crossword Puzzler—6tw/S-21x12"/21x7"-orp-mail ..... UFS
Daily & Weekly Crosswords—1tw/7tw-qpt-orp—Gordon ..... OPS
Dot-To-Dot—1tw/S-ps-orp/ill—Earl Engleman ..... SBP
Dot-To-Dot Monster Puzzle—1tw-ps-orp-id—W. Trag ..... SCI
Find The Errors (Puzzle)—1tw/S-ps-orp-id—F. Hayes ..... SCI
Finish The Picture Puzzle—1tw/ps-orp/id—W. Trag ..... SCI
Fortune Teller—1tw-tps-orp—Margret Fulton ..... SCI
Fun Bug—1tw-20x4½"-orp—Howard Rands ..... SM
Garbles—6tw-10.5x5.50"-orp—Pat & Ron Dubren ..... FUN
Giant Crossword—1tw-7x7"-orp ..... ITP
Hidden Picture Puzzles—1tw-ps-orp-id—Walt Trag ..... SCI
How Many?—1tw-ps-orp-id—Engleman ..... SCI
Info Puzzle—m-20.6x4½"-orp/mail/wire ..... TVC
Juvenile Picture Crosswords—1tw-ps-orp-id—W. Tragg/E. Engleman ..... SCI
Kid Stuff—7tw-47.6x10"-orp-mail-wire ..... TVC
Little People's Puzzle—6tw/S-21x4¼"-orp-mail—Leo White ..... UFS
Los Angeles Times Crossword Puzzle"7tw-200-orp—Margaret Farrar ..... LAT
Marvelous Fun & Games—S-var-mail/orp—Owen McCarron ..... RTS
New York News Crossword—6tw-21x8½"-orp—Herb Ettenson, Editor ..... CTN
NYT Crossword—7tw-var-opr/mail—Eugene T. Maleska ..... NYT
Playspace—6tw-22x7"-orp—Allen Bragdon ..... NYT
Premier Crossword Puzzle with Cryptoquips—S-3c-orp—Jo Paquin ..... KFS
Prize Crosswords—1tw-21x3½"-man-mail-id—Staff ..... UFS
Prizeweek Puzzle—1tw-21x3½"-man-mail ..... UFS
Puzzle—1tw-spv-orp—Bill Murray ..... MFS
Quote-Acrostic—1tw-200-orp—Charles Preston ..... LAT
Solve-A-Crime—1tw-500-orp—C. Gordon ..... SCI
Solve-A-Problem—1tw/tps/orp—Gordon Trag ..... SCI
***Spanish Crossword Puzzle**—6tw-2c-orp—Ramos ..... KFS
***Spanish Crossword Puzzle**—6tw-2c-orp—Alfaro ..... KFS
Sport-Search—7tw-var-orp-mail—Naxda Dickson ..... RGA
Sports Quiz-Cross—1tw-2c5½"-orp-mail—Al Power ..... YPI
Sunday Crossword—S-4x5⅝"-mail-orp—Chet Currier ..... APN
Sunday Puzzle Page—S-pt-orp-mail—Staff ..... UFS
The Daily Crossword—6tw-21x5"-orp—Herb Ettenson, Editor ..... CTN
The Observer Crossword Puzzle—1tw-var-mail-orp—Charles Preston ..... RTS
The Sunday Crossword—S-pt-orp—Herb Ettenson, Editor ..... CTN
Tigo Puzzles—7tw-39x3.5"-orp ..... WAR
Today's Crossword—6tw/S-21x8½"/S-35x12"-orp-mail ..... UFS
TV Crosswords—1tw-33x7¾"-orp-mail—Staff ..... UFS
TV IQ—7tw-20.6x7"-orp-mail-wire ..... TVC

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TV Potpourri—1tw-19x7½"-orp-mail—Naida Dickson ..... CAS
TV Potpourri Puzzle—1tw-var-orp-mail-man-ocra—Naida Dickson ..... DFS
TV Puzzle—7tw-34.6x5½"-orp-mail-wire ..... TVC
TV Starscreen Puzzle—1tw-21.5x7"-orp/mail/id—Al Kilgore ..... UFS
TV Teaser—1tw-33x4¾"-orp-mail—Staff ..... UFS
Uncle Art's Funland—S-hps/tps/qps/pt/hpt—Art Nugent ..... UFS
Weekend Crossword—1tw-22.6x7"-orp ..... CSP
Weekly Crossword—1tw-18½x8½"-orp/mail—Mike Shenk ..... EXM
Zany Crossword—1tw-var/32x9½"-orp/man/ocra/mail—Naida Dickson ..... DFS

39B.—PUZZLES (Quizzes)

America's Songbag—1tw-32x4½"-orp-mail—Prof. Gomer Pound ..... DFS
Ask Aunt Madge—7tw-qps-orp-man—Madge Saksena ..... ASK
Benchwarmer's Sports Trivia—3tw-1-2c-orp-id-mail—Bob Alexander ..... CNS
Check Your Knowledge—6tw-150-mail—Donald Saltz ..... QUF
Chess Master—1tw-750-man-id-igp—George Koltanowski ..... GG
Dr. Crane's Quiz—7tw-22¼x7"-orp-mail—Dr. George W. Crane ..... HPS
Draw Me (Dot Puzzle)—1tw-var-orp/mail—Naida Dickson ..... DFS
Figurits—1tw-spv-orp—Gordon ..... SCI
Find The Differences—1tw-48x12"-orp/mail—Staff ..... DFS
5 Minute Mysteries—1tw-500-orp—C.W. Walker ..... SCI
Fun Bug—1tw-20x4½"-orp—Howard Rands ..... SM
Fun With Figures—6tw-hpt-orp—Jim Hunter ..... SUN-CWF
Gallup Youth Survey—1tw-600-mail/DF/orp—George Gallup ..... APN
Into Puzzle—m-20.6x4½"-orp/mail/wire ..... TVC
In-Quiz-Ative-Gourmet—1tw-600-man—Malcolm Hebert ..... FET
It's on the Tip of My Tongue—1tw-500-man-igp-mail—Dan Carlinsky ..... CAR
Junior Whirl—S-tps-hpt-orp—Hal Kaufman ..... KFS
Kid Stuff—7tw-47.6x10"-orp-mail-wire ..... TVC
Marvelous Fun & Games—S-var-mail/orp—Owen McCarron ..... RTS
***Medi-Quiz**—1tw-300-orp/C12/P199/mail—L. Rothman ..... CMF
Memory Quiz—6tw-125-mail—Donald Saltz ..... QUF
Minit Doodle—6tw-10.2x2½"-orp—Louis Magila ..... AF
Modern Sherlock Holmes—1tw-500-orp—J. Sherrod ..... SCI
Number Game—1tw/6tw-22x1¼"-orp—Ed Jerome ..... AF
Playspace—6tw-22x7"-orp/mail—Allen Bragdon ..... NYT
Quiz Time—1tw-21x4½"-orp/man/ocra/mail—Bill Mifsud ..... DFS
Rock-Pop—1tw-800-man/igp—James Riordan ..... RPT
Sports Quiz-Cross—1tw-2c5½"-orp-mail—Al Power ..... YPI
Sunday Puzzle Page—S-pt-orp-mail—Staff ..... UFS
Teaser & Cryptogame—1tw-9½x5"-orp—Lee Simpson ..... BAL
Televisage—1tw-3½x6"-orp—Don Burchett ..... CRO
Test Your Horse Sense—7tw-100-C12/DF/DNS—Chester Allen Marshall ..... CTN
Test Yourself—1tw-ps-orp-id—J. Sherrod ..... SCI
The Riddle People—1tw-100-man/ocra/mail—Vernon Waring ..... DFS
Think Spot 3-in-1 Puzzle—1tw-21x3½"-orp ..... AF
3 Quizzes—1tw-9½x11"-orp-mail—Staff ..... EDC
Trivia I.Q.—6tw-75-man/mail—Paul Steiner ..... CF
Trivia Quiz—1tw-500-man-igp-mail—Dan Carlinsky ..... CAR
Trivia Quiz—6tw-125-mail—Donald Saltz ..... QUF
TV IQ—7tw-20.6x7"-orp-mail-wire ..... TVC
TV Puzzle—7tw-34.6x5½"-orp-mail-wire ..... TVC
TV Starscramble—S-21x6"-orp—Leo White ..... WHI
Uncle Art's Funland—S-hps/tps/qps/pt/hpt—Art Nugent ..... UFS
Understanding People—1tw-300-C12/P199/man/DF/DNS—John Gibson ..... LAT
Visage—1tw-3½x6"-orp—Don Burchett ..... CRO
You're The Detective—1tw-350/30½"x5"-orp—E.K. ..... BAL
You're The Detective—hps-500-orp—Righetti ..... SCI

39C.—PUZZLES (Word Games)

All Pro—1tw-spv-orp/mail—Bob Bowie ..... IPS
Bonus Word Puzzle—1tw/cont-32x6"-orp/mail—Naida Dickson ..... DFS
Brain Teasers—1tw-0pt-orp-id—Various Authors ..... OPS
Brain Teasers—1tw-Ps-orp-id—various ..... SCI
Brain Twister—7tw-ps-orp—Gordon ..... OPS
Coinword—1tw-200-orp/man—Ed Grade ..... LAT
Crypto Game—1tw-spv-orp-id—Righetti ..... SCI
Cryptoquotes (Coded Quotes)—1tw-ps-orp—A. House ..... SCI
Drop-a-Quip—1tw-32x3½"-orp/mail—Naida Dickson ..... DFS
Findit—1tw-21x4½"-orp—Andra Cory ..... SM
Food Fun—1tw-spv-orp/mail—Bob Bowie ..... IPS
Fun & Games Picture Puzzles—1tw-ps-orp-id—W. Trag ..... SCI
Fun Bug—1tw-20x4½"-orp—Howard Rands ..... SM
Gallup Youth Survey—1tw-600 wds-mail/DF/orp—George Gallup ..... APN
Garbles—6tw-10.5x5.50"-orp—Pat & Ron Dubren ..... FUN
Info Puzzle—m-20.6x4½"-orp/mail/wire ..... TVC
Jumble—7tw-21x5"-orp—Bob Lee & Henri Arnold ..... CTN
Junior Jumble—S-21x6"-bw or color-orp—Bob Lee & Henri Arnold ..... CTN
Kid Stuff—7tw-47.6x10"-orp-mail-wire ..... TVC
Kids Korner—wknd-3¼x3¼"c-rdy—Jesse Jacobs ..... MCN
Ladder-Word—1tw-13x5"-orp/mail—Naida Dickson ..... DFS
Magic Word—1tw-39x3½"-orp ..... MCN
Marvelous Fun & Games—S-var-orp-mail—Owen McCarron ..... RTS
Mathword—1tw-13x6"-orp/mail—J.V. Richardson ..... DFS
Mystery Word Puzzle—1tw-var/36x9½"-orp/man/ocra/mail—Naida Dickson ..... DFS
Name Game, The—7tw/cont-var-id—Ken Hecht ..... NGC
Pics Trix—1tw-spv-orp-id—Righetti ..... SCI
Playspace—6tw-22x7"-orp/mail—Allen Bragdon ..... NYT
Professor Metaphors Weekly Bingo—1tw-19x4½-/27½x6¾-orp/mail—Gene Herndon ..... SF
Puzzle Cards—2tw-3c5¼"-orp-mail—Steve Ryan ..... CNS
Puzzles Just For You—1tw/ps-orp/id—Earl Engleman ..... SCI
Quote Acrostics—occ/1tw-var-orp/man/mail—Barbara Blackwell ..... DFS
Ringaround Word Game—1tw-0pt-orp—Jack Fitch ..... OPS
Say What You See!—7tw-16x3½"-orp-id-mail—A. David Kahn ..... KAH
Scrabbler-Grams—6tw-20.6x5"-orp-mail—Judd Hambrick ..... UFS
Scramblr'—cont-var-orp-mail—Chick Elum ..... SLG
Scram-Lets—7tw-20x4¾"-orp—Clay Pollan ..... MCN
Scramble Steps—cont-4x5½"-orp—Charles J. Brand ..... BAS
Seek & Find—6tw-3½x4"-orp ..... CRO
Sports Flashback—6tw-10x3¾-ing-mail—C. H. Murlin ..... MUR
SportSearch—1tw-32x7½"-man/ocra/mail—Naida Dickson ..... DFS
Sportsword—1tw-10x3½"-orp ..... MCN
StarGazer—1tw-2cx4½"-orp—Clay Pollan ..... MCN
Sunday Puzzle Page—S-pt-orp-mail—Staff ..... UFS
Teleword—1tw-22x5½"-orp—Julie Quart ..... UPS
Tongue Twisters—1tw-ps-orp—Misc. Authors ..... SCI
TV IQ—7tw-20.6x7"-orp-mail-wire ..... TVC

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***Wordplay**—6tw-1c-orp ..... KFS
***Word Sleuth**—6tw-2c-orp ..... KFS
Words & Meanings—1¼TW/14.7X½½"-orp—Dorothea Coates ..... SM
Words, Wit & Wisdom—6tw-500-wire/DF/DNS/mail/man/orp/C12/P199-
—William & Mary Morris ..... UFS
Words-Words-Words—3tw-350-mail/orp—Michael Gartner ..... RTS
Wordy Gurdy—6tw-d-21x4¼"-orp/mail—Tricky Ricky ..... UFS
Zig Zag—2tw-2c5¼"-orp-mail—Steve Ryan ..... CNS

40. REAL ESTATE

A Real Wrap-Up—m-1000-man ..... Bruce Huff MGF
About Real Estate—1tw-550-mail/C12/DF/DNS—Don G. Campbell RTS
House Plans—1tw-panel-orp-mail—Gerry Bishop ..... NEA
Let's Talk About Today's Real Estate—
hps-250-orp—Righetti ..... SCI
Managing Your Money—2tw-550-C12/DF/DNS/mail—
Merle E. Dowd ..... RTS
Meltzer on Real Estate—1tw-750-C12-DF-DNS—Bernard Meltzer FNS
Open House—1tw-650-orp-mail-DF-DNS—James Woodard ..... CNS
Real Estate Service—7tw-800-C12-DF-DNS—Robert Bruss ..... CTN
The Christian Science Monitor News and Photo Service—
7tw-var-orp-C12-id-DF-DNS-mail ..... RTS
The Nation's Housing—1tw-850-DF-DNS-mail—
Kenneth Harney ..... WPW
Your Money's Worth—5tw-700-C12-P199-DF-DNS—Sylvia Porter . FNS

41. RELIGION

A Little Prayer—7tw-11x¼"-orp—Mary Alice Bennet ..... AF
Altar Stairs—7tw-150/10½x4"-man-mail—Dr. John Kirkpatrick ... HPS
American News Report—1tw-500-man-mail—Ben Gallob ..... JTA
Baptist Press Features—5tw-var-man—Staff ..... BAP
Between You & Me—1tw-500-man-mail—Boris Smolar ..... JTA
Bible Crostic—1tw-22x6"-orp/mail—Ray Helle ..... CF
Bible Verse—1tw-10x2¾"-orp—Jack Hamm ..... SM
Bible Verses Illustrated—1tw-62x6¾"-orp-mail—
Richard Schroeppel ..... DFS
Candle and Mirror—5tw-200-man—Fred Dodge ..... MM
CBN Corner—7tw-19x5x12"-orp-mail-wire ..... TVC
Church Chuckles—1tw-20x4¼"-orp—Charles Cartwright ..... SM
Church Page—1tw-4col-42x9"-orp-man—Gus Wood ..... MOR
County Parson—1tw-10x2¾"-orp—Frank Clarke ..... SM
Crossroads—1tw-cont-800-orp-C12/P199-wire-mail—
Dr. Ted Rosenbaum/Mary Helene Rosenbaum ..... CMF
Daily Bread—7tw-400-C12-P199-man-DF-DNS—
Rev. A. Purnell Bailey ..... LAT
Daily News Reports—5tw-8,000-man-mail—Staff ..... RNS
Facts About The Bible—1tw-4 col.-orp-id—John Lehty ..... HUT
Faithfully Yours—2tw-800-orp-mail—Rev. N.R.H. Moor ..... MCF
Feature Story—1tw-500/1,000-8½x14-orp/id/igp/mail
Bill Griffith, Reporter ..... GRF
Foresight—2xm-1,500-man—Rev. W.A. Heins ..... HEI
Happier Living—1tw-300-man-mail—Phyllis Mitchell ..... MIT
Heins Religious News Service—1tw-900-man—
Rev. W.A. Heins ..... HEI
Illustrated Bible—1tw-4c-orp-id ..... KFS
***In The Community**—occ-1,200-orp-C12-P199-igp-wire-
mail—Various ..... CMF
Jewish Quiz Box—1tw-250-man-mail—Rabbi Samuel J. Fox ..... JTA
Let's Talk—1tw-450/orp-mail-DF-DNS—Rev. Lee Truman ..... CNS
Living Words—1tw-250-orp—Gordon ..... SCI
Looking Up—1tw-300-mail—Arro E. Harper ..... AMW
***Many Mansions**—1tw-cont-700-orp-C12-P199-wire-mail—
Dr. Ned Rosenbaum/Mary Helene Rosenbaum ..... CMF
Memo To Caesar—6tw-300-10½x8"-man-mail—D. K. Woodman . HPS
Meditation—1tw-250-orp—Gordon ..... SCI
Miracle Of Faith—1tw-500-orp—Geri Kaye ..... API
Moral Dimensions Behind The Headlines—3tw-400-man-mail—
William Lester ..... LES
Mountain Moving Faith—1tw-9x13"/11x10½"/23x6"-orp—
Jim Bakker ..... PTL
My Answer—7tw-300-C12/P199/DF/DNS—
Billy Graham ..... CTN
News Releases—occ-var-man ..... LUT
One Man's Opinion—1tw-500-man-mail—Robert Segal ..... SAF
Parson Jones—1tw-300-orp—Rev. Jones ..... MCN
Photo Service—5tw-igp-mail ..... RNS
Phyllis Mitchell's Column—1tw-900-man-mail—Phyllis Mitchell . MIT
Pungent Prayer—1tw-21x7"-orp—Phil E. Pierce ..... PUN
Question Box—1tw-var-wire-mail—Father John Detzen ..... NCF
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Religion And The Arts—1tw-1,000+-mail—W. Elisabeth Carson . RET
Religion and the Times—1tw-750-mail—Jesse H. Merrell ..... MER
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Religion in Review—1tw-8,500-man-mail—Staff ..... RNS
Religion—1tw-500-7500-orp-C12-DF-DNS-mail
—Various Authors ..... CNS
Religious Commentary—1tw-200-man-mail
—Rabbi Marc Tanenbaum ..... SAF
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The Word of God—semi-an-var-orp—Various ..... PRB
Thoughts—7tw-100-orp-C12-P199-wire-DF-DNS-mail—Staff ..... NEA
Topical Sets of Quotations-Religious—m-300-450-man-mail—Gary L. Christensen ..... UQ
Year in Religion—an-3,500-man-mail—Staff ..... RNS
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Willoughby On Religion (column)—1tw-1,000+-mail—William F. Willoughby ..... RET
Your Life and Mine—1tw-300-man-mail—Phyllis Mitchell ..... MIT

42. RETIREMENT (Senior Citizen)

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At Your Service—6tw-var-mail—Staff ..... ARM
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Growing Older—1tw-600-orp/mail/C12/P199/wire/DF/DNS—Lou Cottin, Harold Blumenfeld ..... NEA
Harvest Time of Life—2tw-300-350-man—Charles Rehns ..... REH
Life Begins At 60—1tw-500+-man-mail—Dr. Whitt N. Schultz ..... KNF
Life Line—3tw-750-C12-DF-DNS—Bart Lindeman ..... FNS
Living With Aging—3tw-500-man—M. Oberleder, Phd ..... POS
Mainly For Seniors—1tw-400/600-orp-mail/DF/DNS—John T. Watts ..... CNS
More For Your Money—hps-250-orp—Righetti ..... SCI
More For Your Money—1tw-m-450-20x8"-orp-man-igp-mail—Mike LeFan ..... LEF
More For Your Money Fillers—m-1,500-man-mail—Mike LeFan ..... LEF
People And Problems—6tw-500-man-mail—Martin J. Ross ..... LAW
Prime Time—1tw-750-orp-mail—Cy Brickfield ..... ARP
Senior Citizens—1tw-500-C12—Saul Larks ..... CAP
Senior Citizen's Corner—1tw-22.6x5"-orp—Mike Bennett ..... CSP
Senior Forum—5tw-400-man/C12/DF/DNS—Beulah Collins ..... LAT
Senior Update—1tw-450-orp-mail—Vivienne Bodeau ..... SF
***Sixty Plus**—1tw-800-orp-C12-P199-wire-mail—Various ..... CMF
The Best Years—1tw-750-man-mail—Sidney Ascher ..... ASC
The Law Brief—6tw-500-man-mail—Martin J. Ross ..... LAW
The Law Clinic—6tw-500-man-mail—Martin J. Ross ..... LAW
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
The Years Ahead—m-25x25"-orp-mail-wire ..... TVC
Time Of Your Life—2tw-700-wire/DF/DNS/mail/man/orp/C12/P199—Jack Smith ..... UFS
***Trying Retiring**—1tw-800-orp-C12-P199-wire-mail—Wilma Gore ..... CMF
What You've Got Coming In Social Security & Medicare—sea-var-orp-C12-P199-wire-DF-DNS-mail—William Steif ..... NEA
Your Social Security—1tw-550-700-orp-mail-DF-DNS ..... CNS

43. SCIENCE (Technology)

***A Technical Question**—1tw-800-orp-C12-P199-wire-mail—Paul Cardwell, Jr. ..... CMF
Academic Viewpoint—5tw-S-var-man-C12-id-mail—Various ..... ANS
Beyond The Known—1tw-600-man—Edith Kermit Roosevelt ..... ROO
Compass Point—6tyr.-var-id-igp—Staff ..... NGS
***Computer World**—1tw-800-orp-C12-P199-wire-mail—Howard Karten ..... CMF
***Eye On The Sky**—800-orp-C12-P199-id-man—Deborah Bird ..... CMF
Exploring The Universe—1tw-750-C12/mail—Astronomy Column Associates ..... CHR
Feature Story—1tw-500/1,000-8½x14-orp/d/igp/mail—Bill Griffith, Reporter ..... GRF
Future Views of Scientists—1tw-S-var-man-C12-id-mail—Various ..... ANS
How It's Made and Functions—1tw-var-orp-id—Staff ..... LUI
Human Side Of Science—1tw-var-orp-id—Staff ..... LUI
In Outer Space—1tw-500-man/d/mail—Terence Dickinson ..... DIT
Judith Randal—1tw-750-man-mail-DF—Judith Randal ..... PRI
Know The Weather—1tw-9½x5"-orp-mail—Staff ..... EDC
***Medical Update**—1tw-800-orp-C12-P199-mail—Various ..... CMF
Promising Patents and Products—1tw-var-orp-id—Staff ..... LUI
Religion And Science—1tw-1,000+-mail—Anna van Gogh ..... RET
Science In The Service of Man—1tw-750-man—Waldo T. Boyd ..... FET
Science Quiz—1tw-ps-orp-id—F. Treadgold ..... SCI
Science Today—2tw-var-wire-DNS—Al Rossiter, Jr. ..... UPI
***Science Update**—1tw-800-orp-C12-P199-wire-mail—Various ..... CMF
Scientific Topics—5tw-cont-hpt-man-wire—Alan N. Queen ..... PWF
Star Gazing—1tw-400-600-man-igp-mail—Robert E. Allen ..... STG
The Cancer Connection—6L-C12-mail—Larry Agran ..... CMF
The Mother Earth News—1tw-550/sup-orp-C12-id-DF-DNS-mail ..... RTS

44A. SERIALIZATION (Non Fiction)

***A Woman Ought To Know**—1tw-cont-200-orp-C12-P199-mail—Various ..... CMF
America For Sale—4 parts/1400 wds each & 2 sidebars—C12-mail—Kenneth Crowe ..... DDS
American Craftsman—900-2 pt series-orp-C12-P199-igp-mail—Kent Brown ..... CMF
Best Books Special—1tw-2,000-C12-id-igp-DF-DNS ..... FNS
Best Sellers—cont-var./book form—Various Authors ..... SCI
Cold Weather Catalog—8 pts/900 wds. each/2 sidebars + 19 illustrations-C12-mail—Tree Communications ..... DDS
***Consumer Fact Sheet**—1tw-cont-500-orp-C12-P199-mail—Various ..... CMF
***Consumer Survival Kit**—1tw-cont-600-orp-C12-P199-wire-mail—Various ..... CMF
Coping With The Legacy of Hell—2 pt series-1,000-C12-pag/mail/igp—Susan Golant ..... CMF
***Crossroads**—1tw-cont-800-C12-P199-wire-mail—Dr. Ned Rosenbaum & Mary Rosenbaum ..... CMF
Cut Your Own Taxes And Save—sea-var-orp-C12-P199-wire-DF-DNS-mail—Ray DeCrane ..... NEA
***Do! Household Hints Of Today and Yesterday**—1tw-cont-200-orp-C12-P199-mail—Eric Sloane ..... CMF
Decorating Demystified—1tw-cont-100-orp-id-mail—Joan Lowenthal ..... CMF
***Eat and Grow Younger**—24 part series-11x30"-orp/d/mail—Lelord Kordel ..... SPE
Eat Right & Live Longer—12 part series-11x30"-orp/d/mail—Lelord Kordel ..... SPE
Eat Up and Slim Down—14 part series-11x25"-orp/id/mail—Lelord Kordel ..... SPE
Eat Your Troubles Away—15 part series-11x30"-orp/id/mail—Lelord Kordel ..... SPE
***Effective Communication**—1tw-cont-800-orp-C12-P199-wire-mail—Dr. Baxter Geeting, Corinne Geeting ..... CMF
Errol Flynn: The Untold Story—5 parts/1300 wds each/9 B & W photos-C12-mail—Charles Higham ..... DDS
Family Circle—m-var-man-mail—Various ..... NYT
Feel Young Again—24 part series-11x28"-orp/id—Leolord Kordel ..... SPE
***Feelin' Fine**—1tw-cont-1,000-orp-C12-P199-mail—Worden Macdonald ..... CMF
Folks—1tw-cont-var-man-ocra-orp-mail—Garret Mathews ..... DFS
***Furnishing With Wood**—1,200-3 pt series-orp-C12-P199-id-igp-mail—Paul Drabkin ..... CMF
Gardening Series—sea-var-orp-C12-P199-wire-DF-DNS-mail—Allen A. Swenson ..... NEA
Getting What You Deserve—8 parts/750-900 wds each-C12-mail—Stephen Newman & Nancy Kramer ..... DDS
***Going For It**—1tw-800-orp-C12-P199-wire-mail—Pat Harrison ..... CMF
***Grin & Repair It**—1tw-cont-700-orp-C12-P199-wire-mail—Greg Phillips ..... CMF
Having It All—bl-C12/mail—Joyce Gabriel & Bettye Baldwin ..... CMF
***Help Your Learning-Disabled Child**—5 pt series-600-orp-C12-P199-mail—Nancy O. Wilson ..... CMF
How To Cope With Smokers—1tw-cont-var-man-ocra-orp-mail—Naida Dickson ..... OFS
(How To Keep From Going) Bananas—1tw-700-orp-C12-P199-mail—Various ..... CMF
How To Reach Anyone Who's Anyone—1tw-hpt-man—Michael Levine ..... TVN
***How Safe Are Your Children?**—3 pt series-1,200-orp-C12-P199-mail—Gloria Gage ..... CMF
Independent News Alliance—6tw-var-man-igp-wire-DF-DNS-mail—Various ..... UFS
Independent News Alliance—6tw-var-man-id-igp-DF-DNS-wire-mail—Various ..... INA
***In The Community**—occ-1,200-orp-C12-P199-igp-wire-mail—Various ..... CMF
Janet Sartin On Beautiful Skin—4 parts-1,400 wds each & sidebar of 750 wds/4 line drawings-C12-mail—Janet Sartin ..... DDS
***Kids Wage A Brave Battle: Children With Cancer**—6 pt series-orp-C12-P199-igp-mail—Various ..... CMF
Life Stress/Corporate Stress—4 parts/1,200 wds each & sidebar for both features-C12-mail—Rosalind Forbes ..... DDS
***Looking Backward**—1tw-cont-700-orp-C12-mail—Barbara Sarkesian ..... CMF
***Love Grows On Farms**—1tw-cont-800-orp-C12-P199-wire-mail—Dick Kimbrough ..... CMF
Make People Like You—18 part series-11x28"-orp/id/mail—Lelord Kordel ..... SPE
Male Mid-Life Crisis—5 parts/1,500 wds each-C12-mail—Nancy Mayer ..... DDS
***Many Mansions**—1tw-cont-700-orp-C12-P199-wire-mail—Mary Rosenbaum ..... CMF
New Directions in Design—1tw-cont-200-orp-id-mail—Vivian Krawitz/Joanne A. Adleberg ..... CMF
Our Vanishing Liberties—15 part series-11x30"-orp/id/mail—Omar V. Garrison ..... SPE
Parents Survival Kit—8 parts/800 wds each & 2 sidebars/C12/mail—Helen Bottel ..... DDS
Privacy—5 parts/1,000 wds each & 2 sidebars-C12/mail—Robert Ellis Smith ..... DDS
***Raising Your Allergic Child**—1,200-3 pt series-orp-C12-P199-igp-mail—Various ..... CMF
Ruth Gordon, An Open Book—5 parts/1,400 wds each & sidebars of 600 wds-C12-mail—Ruth Gordon ..... DDS
Reader Specials—occ-orp-C12-id-wire—Various Authors ..... KFS
Secrets of a Successful Garage Sale—3 pt series-1,200-C12/P199/mail—Ryan Petty ..... CMF
Special Series—occ-var-orp-C12-P199-wire-DN-DNS-mail—Staff ..... NEA
Stay Alive Longer—21 part series-11x30"-orp/id/mail—Lelord Kordel ..... SPE
Stay Younger Longer—10 part series-10x28"-orp-id-mail—Lelord Kordell ..... SPE
***Story of A Stroke**—2pt series/1,500-orp-C12-P199-mail—Robert Jimonez ..... CMF
Styles of Loving—7 parts/1,200 wds each-C12-mail—Marcia Lasswell & Norman Loissenz ..... DDS
***Surviving Breast Cancer**—3pt series-1,500-orp-C12-P199-mail—Jane Cowles, Ph.D. ..... CMF
The Apartment Life Column—1tw-550-man-C12-igp-id-mail—Apartment Life Magazine ..... RTS
The Boy Who Dared To Rock: Elvis—4 parts/800 wds each-4 B&W Photos/C12-mail—Paul Lichter ..... DDS
The Cancer Connection—bl-C12-mail—Larry Agran ..... CMF
The Christian Science News & Photo Service—7tw-var-orp-C12-id-DF-DNS-mail ..... RTS
***The Des Odyssey of Pat Cody**—2 pt series-1,200-orp-C12-P199-igp-wire-mail—Dorothy Bryant ..... CMF
***The French Disconnection**—4pt. series-800-orp-C12-P199-wire-mail—Judith Ringle ..... CMF
The Last Hero: A Biography of Gary Cooper—7 parts/1,200 wds each/8 B&W Photos/C12/mail—Larry Swindell ..... DDS
***The Refinishing School**—3pt series-1,200-orp-C12-P199-wire-mail—Stephen Morse ..... CMF
***The Sunday Box**—1tw-cont-800-orp-C12-P199-wire-mail—Various ..... CMF

RETIREMENT

ALL ABOUT RETIREMENT by Helen Lund (600 words, once a week)—*practical, comprehensive tips and advice on all aspects of pre- and post-retirement for everyone making plans for the future.*

SPOTS

• TOUCHDOWN CONTEST **• HOMERUN CONTEST**
—*the same contest the teams have been using in their own publications; great circulation-builders and a sales tool for your advertising department.*

THE SPORTS FILE by Emil Abrahamian (panel, 5 a week)—*new panel cartoon that depicts uncommon and unusual facts about both professional and amateur athletes of the past and present.*

TRAVEL

TRAVELER'S QUEST by Donald Lyon (500 words, once a week)—*Q & A, crisp and pointed answers on wide-ranging subjects from a genuine traveler and tour guide with worldwide experience.*

MAGIC CARPET by Count deTejada (500 words, once a week)—*takes you on a Magic Carpet to the interesting but generally unknown or little visited corners of the world.*

WOMEN'S PAGES

EPPI, YOUR HOSTESS HELPER (200-300 words, 6 a week)—*down to earth questions and answers about the twin arts of entertaining and cooking—advice you'll love to try.*

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Washington, D.C. 20013

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The Traveling Woman—5 parts-1,400 wds each/6 illustrations & sidebar of 750 wds/C12/mail—Dena Kaye ..... DDS
***The Wheel People**—1,500-5pt series-orp-C12-P199-mail—Thomas Crompton ..... CMF
Timely Book Serializations—occ-var-man-C12-P199-DF-DNS ... LAT
***We Want A Child!**—3pt series-1,200-orp-C12-igp-mail—Robin Ditmar ..... CMF
What Only A Mother Can Tell You—1 part/2,300 wds-C12-mail—K.C. Cole ..... DDS
***What The Schools Teach Our Daughters**—1,200-5pt series-orp-C12-P199-id-mail—Various ..... CMF
What You've Got Coming In Social Security & Medicare—sea-var-orp-C12-P199-wire-DF-DNS-mail—William Steif ..... NEA
Who'll Care For The Children?—1,200-5pt series-orp-C12-P199-mail —Various ..... CMF
***Women At Work**—1tw-cont-800-orp-C12-P199-wire-mail —Various ..... CMF
***Your Medicine Chest**—1tw-cont-700-orp-C12-P199-mail—Various ..... CMF

44B.—SERIALIZATIONS (Fiction)

Alladin And His Magic Lamp—7tw-500-5½x2"-orp—Mahmood Ahmad Gazi ..... PAK
Best Books Special—1tw-2000-C12-id-igp-DF-DNS ..... FNS
Best Sellers—cont-var-book form—Various Authors ..... SCI
Flower of Bagauli—7tw-500-5½x2"-orp—Mahood Ahmad Qazi ..... PAK
Sinbad—7tw-500-5½x2"-orp—Mahmood Ahmad Qazi ..... PAK
The Christian Science News and Photo Service—7tw-var-orp-C12-id-DF-DNS-mail ..... RTS
Timely Book Serialization—occ-var-man-C12-P199-DF-DNS .... LAT
Zane Grey's Best Stories & Books—1tw-ps/orp ..... OPS

45.—SHORT STORIES

Australian Home Journal—m-ps-orp-id—From Australia ..... OPS
Australian Women's Weekly—m-ps-orp-id—From Australia ... OPS
Best Sellers—cont-var-Book Form—Various Authors ..... SCI
Christmas Stories—1tw-var-orp—Various Authors ..... SCI
Cleo Magazine—m-ps-orp-id—From Australia ..... OPS
Daily Short Stories—7tw-var-orp—Various Authors ..... OPS
Factual Crime Stories—1tw-var-orp—Various Authors ..... SCI
Famous Short Stories—1tw-250/2,000-orp—Various Authors ... SCI
5 Minute Mysteries—1tw-500-orp—C. W. Walker ..... SCI
Modern Sherlock Holmes—1tw-500-orp—J. Sherrod ..... SCI
Short Stories—m-300-var-orp—Charlotte Wilkinson ..... YFI
Solve A Crime—1tw-500-orp—C. Gordon ..... SCI
Strange Destinies (Occult)—7tw-200-orp—J. Macklin ..... SCI
Two Minute Mystery Series—cont-350-man-mail ..... TM
You & Yours—m-ps-or-id—From Australia ..... OPS
You're The Detective—hps-500-orp—Righetti ..... SCI
Weekly Short Story—1tw-750-orp-mail—Sidney Dubroff ..... GPL

46.—SPORTS (Spectator)

Along The Rail—1tw-21x4"-hps-tps-qps-hpt-orp-mail—John Williams ..... CMF
Arthur Ashe Column—S-800-DF-DNS-mail—Arthur Ashe ..... WPW
***Bout Sports**—S-950-orp-mail-igp—Les Mornay ..... WOR
Bouton—1tw-750-C12-DF-DNS—Jim Bouton ..... FNS
Bowling Tips—4tw-21x5½"-orp-mail—Dick Weber/Patty Costello ..... UFS
Canadian Sport—5tw-500-mail-wire—Milt Dunnell ..... TSS
Chuck Chandler's Best Bets—1tw-21x34"-orp ..... MCN
Comment on Sports—1tw-20x4"-orp-mail—Pete Fritchie ..... EDC
Computer Picks The Pros—S-sea-400-mail—Steven Skiena .. COM
Daily Racing Form Consensus—6tw-700-wire ..... CTN
David Israel—3tw-600-C12/DF/DNS/wire—David Israel ..... CTN
Dick Dunkel's College Basketball Index—7tw-spv-orp-mail—Dick Dunkel ..... DSR
Dick Dunkel's College Football Index—1tw-ps-orp-mail—Dick Dunkel ..... DSR
Durslag Sports Column—5tw-750-C12-wire—Melvin Durslag ... KFS
For The Record—3tw-21x1½"-orp ..... WHI
Gold Sheet Highlights—4tw-500-orp-mail—Mort Olshan ..... IPS
Golf Cartoons—1tw-qpt-orp—Various ..... OPS
Hockey In The Air—1tw-sea-var-orp-man—Various ..... LNI
Homerun Contest—1tw-var-orp—Games, Inc. ..... API
How To Take The Fun Out Of Golf—1tw-var-orp—Dick Harris ..... HAA
How To Take The Fun Out Of Skiing—cont-var-orp—Dick Harris ..... HAA
How To Take The Fun Out Of Tennis—cont-var-orp—Dick Harris ..... HAA
Inside Football Report—2tw-500-20,000-orp-wire ..... KFS
Inside Sports—1tw-700-mail-wire—Stan Fischler ..... TSS
Jews In Sports—2tw-500-man-mail—Haskell Cohen ..... JTA
Jim Murray Column—3tw-700-man-mail-man/C12/P199/DNS/DF—Jim Murray ..... LAT
Jimmy The Greek Forecast:—3tw-Daily:-5tw-var-wire-DF-DNS—Jimmy Snyder ..... FNS
Joe Fann—5tw-21x4¾"-orp—CT Jones ..... API
John Schulian—3tw-800-C12-DF-DNS—John Schulian ..... UPS
Just Ask—1tw-600-orp/mail/C12/P199/wire/DF/DNS/id—Murray Olderman ..... NEA
Knight News Wire—7tw-var-DF/DNS ..... CTN
Latest Line—7tw-500-DF/DNS ..... CTN
Mike Lupica—3tw-700-mail—Mike Lupica ..... CTN
Mort Olshan's College Forecast—sea-var-orp ..... MOS
Mort Olshan's Pro Forecast—sea-var-orp ..... MOS
Newsfeature—7tw-500/1,500-wire—Various Authors ..... REU
NFL Game Plan—sea-33x4½"-54x2"-orp-id-mail—NFL Game Plan ..... UFS
On Boxing—1tw-750-man—Charles B. Brown ..... FET
On Sports—1tw-450-orp-mail—John Dalton ..... SF
One-Lining Sports—1tw-450-man—Lee Pacini ..... FET
Palmer Method—2tw-22x4½"/22x6½"-orp-mail—Arnold Palmer ..... UFS
Reds Quiz—1tw-200-250-mail—Erwin Lynn ..... LER
Rocket Shots—3tw-21x4¼"-orp-mail-id—Rod Laver ..... UFS
Rules of Golf—1tw-m-500-var-man—Norman G. Meyers ..... MEY
***Soccer**—3tw-2c-orp—Larry Sheehan & Red Weyler ..... KFS
Soccer Articles And Features—1tw-var-man—David Faries ... FAR
Soccer Shots—occ-350-man—Irma Ganz Miller ..... SA
Soccer USA—3tw-500-mail—Staff ..... SOC
Skiing—sea-21x11½"-orp-mail-id—Jean-Claude Killy ..... UFS
Speaking of Sports—1tw-550-800-orp-DF-DNS-mail—Various Authors ..... CNS
Special Moments in Sports—1tw-550-man—Lee Pacini ..... FET
Sport & Recreation—occ-250-man—Irma Ganz Miller ..... SA
Sports Cartoons—3tw-2c-orp—Alan Maver ..... KFS
Sportcast—1tw-750-1,000-orp—Bob Seizer ..... HRS
Sports Focus—1tw-750-orp-C12-P199-wire-DF-DNS-mail—Murray Olderman ..... NEA
Sports From The Press Box—1tw-300-orp—Red Lakeland ... MCN
Sports Photos From N.Y.—cont-var-man-igp—Staff ..... PAN
Sports Hot Line—2tw-700-C12/DF/DNS—Steve Perkins & Mickey Herskowitz ..... UPS
Sports . . . Postpaid—m-250-man—Irma Ganz Miller ..... SA
Sports Probe—7tw-11 5x28½"-orp-mail-wire ..... TVC
Sports Scene—occ-500-man—Lee James ..... SA
Sports Scene—2tw-1,000-orp-man—Jimmy McDonald ..... MCF
Sports Special—1tw-22.6x4"-orp—John Jarvis ..... CSP
Sports Unlimited—1tw-550-750-orp-C12-DF-DNS-mail—Various Authors ..... CNS
Sportsearch—1tw-32x7½"-man-ocra-mail—Naida Dickson ..... DFS
Sportsearch—S-2 1x5 or 6"-orp—Leo White ..... WHI
Sportshots—6tw-2 Column panel-6tw-orp-mail—Mickey Charles & Wally Neibart ..... UFS
Sports Spot—1tw-15x5"-orp-mail—Al Rainovic ..... DFS
***Sportoons**—1tw-cont-var-orp-mail—Cliff Johnson ..... DFS
Sportsworld—1tw-300-400-man-ocra or orp-mail—Al Rainovic .. DFS
Suzy Chapstick's Sports—occ-var-mail—Suzy Chaffee ..... NNB
The Bob Harmon Forecast—1tw-sea-3 colx10"-orp—Bob Harmon ..... HFF
The Bottom Ten—1tw/sea-800-C12/DF/DNS—Steve Harvey ..... UPS
The Christian Science News and Photo Service—7tw-var-orp-C12-id-DF-DNS-mail ..... RTS
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
The Sporting Life—6tw-21x4"-orp—Ben Templeton & Tom Forman ..... CTN
The Sports File—5tw-21x4½"-orp—Emil Abrahamian ..... API
The Sporty Ones—1tw-10x2¾"-orp—Court Alderson ..... SM
The Steam Room—3tw-600-man-mail—Bud Furillo ..... IPS
This Is Sport—1tw-20x4¼"-orp—Court Alderson ..... SM
Time Out—6tw-21x4½"-11x3¾"-orp—Jeff Keate ..... FNS
Tips From the Tour—1tw-600-orp/mail/id—Arnold Palmer ..... UFS
Today's Sport Parade—7tw-var-wire-DNS—Milton Richman ..... UPI
Touchdown Contest—1tw-var-orp—Games, Inc. ..... API
Trim's Arena—6tw-21x3⅞"-orp—Hal Trim ..... UPS
Various Titles—1tw-550-700-orp-C12-DF-DNS-mail—Jack Murphy ..... CNS
Who's on First?—1tw-750-man—William Kauffman ..... FET
You, Your Child and Sports—1tw-500-man/mail—David Nydick ..... DAN
Young Ideas—5tw-700-/mail—Dick Young ..... CTN

47. SPORTS (Participant)

About Camping—1tw-750-man—Craig Mitchell ..... FET
All About Horses—1tw-500-man—J. H. Shropshire ..... SHR
Along The Rail—1tw-21x4"-hps-tps-qps-hpt-orp-mail—John Williams ..... CMF
Black Sports—5tw-var-C12/wire-Sam Skinner & Staff ..... BPS
***Bout Sports**—S-950-orp-mail-igp—Les Mornay ..... WOR
Bowling Tips—4tw-21x5½"-orp-mail—Dick Weber/Patty Costello ..... UFS
Bruce Jenner's Guide To Leisure Sports—2tw-700-C12-id-DF-DNS—Bruce Jenner ..... UPS
Chuck Chandler's Best Bets—1tw-21x34"-orp ..... MCN
Curt Gowdy's Fish & Game Tips—1tw-4c-orp—Curt Gowdy ..... KFS
Dr. Jock—1tw-700-C12/DF/DNS/id—Dr. David Bachman ..... CTN
From The Sidelines—1tw-10x5"-mail-wire ..... TVC
Gearing Up—1tw-200-C12-igp-DF-DNS—Steve Goldstein ..... CTN
Golf Cartoons—1tw-qpt-orp—Various Authors ..... OPS
Just Ask—1tw-600-orp-C12-P199-id-wire-DF-DNS-mail—Murray Olderman ..... NEA
Knight News Wire—7tw-var/DF/DNS ..... CTN
NFL Game Plan—sea-33x4½"/54x2"-orp-mail-id —NFL Game Plan ..... UFS
Nostalgia Notes—1tw-600-man-mail —Thurlow O. Cannon ..... CAN
On Sports—1tw-450-orp-mail—John Dalton ..... SF
Palmer Method—2tw-22x4½"/22x6½"-orp-mail —Arnold Palmer ..... UFS
Play Better Golf with Jack Nicklaus—3tw-4c-orp—Jack Nicklaus ..... KFS
Rocket Shots—3tw-21x4¼"-orp-mail-id—Rod Laver ..... UFS
Rodd Hamm's Field Journal—1tw-650-man—Rodd Hamm ..... FET
Rules of Golf—1tw-m-500-var-man—Norman G. Meyers ..... MEY
Skiing—sea-21x11½"-orp-mail-id—Jean-Claude Killy ..... UFS
***Soccer**—3tw-2c-orp—Red Wexler/Larry Sheehan ..... KFS
Soccer Articles and Features—1tw-var-man—David Faries ... FAR
Soccer Shots—occ-350-man—Irma Ganz Miller ..... SA
Soccer USA—3tw-500-mail—Staff ..... SOC
Solunar Tables—7tw-550-C12-DF-DNS-mail —Mrs. Richard Alden Knight ..... RTS
***Sportoons**—1tw-cont-var-orp-mail—Cliff Johnson ..... DFS
Sports Calendar—7tw-12x13"-orp-mail-wire ..... TVC
Sports File—7tw-19.6x9½"-orp-mail-wire ..... TVC
Sports Flashback—6tw-10x3¼"-ing-mail—C. H. Murlin ..... MUR
Sports Focus—1tw-750-orp-C12-P199-wire-DF-DNS-mail —Murray Olderman ..... NEA
Sports Of The Times—4tw-750-wire—Dave Anderson ..... NYT-NS
Sports Of The Times—4tw-750-wire—Red Smith ..... NYT-NS
Sports I.Q.—7tw-19.6x7"-orp-mail-wire ..... TVC
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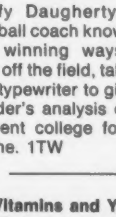

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Stichin' Time (Knitting)—1tw-600-orp/mail/C12/P199/wire/DF/DNS/id—Judy Love ..... NEA
***Story of a Stroke**—1,500-2 pt series-orp-C12-P199-mail—Robert Jimenez ..... CMF
Supermarket Shopper—2tw-600-orp-man-C12-wire-P199-mail—Martin Sloane ..... UFS
***Super Shopper**—1tw-600-orp-C12-P199-mail—Jan Leasure ..... CMF
***Surviving Breast Cancer**—1,500-3 pt series-orp-C12-P199-mail—Jane Cowles, Ph.D. ..... CMF
Suzy Chapstick's Sports—occ-var-mail—Suzy Chaffee ..... NNB
***Synapses**—1tw-800-orp-C12-P199-wire-mail—K.F. Walker ..... CMF
***Taking It Lightly (Humorous Poetry)**—1tw-300-orp-C12-mail—Gerald Leibowitz ..... CMF
Test Yourself—1tw-ps-orp-id—Jane Sherrod ..... SCI
***The Billion Dollar Game**—1tw-600-orp-C12-P199-wire-mail—Ken Richardson ..... CMF
***The DES Odyssey of Pat Cody**—1,200-2 pt series-orp-C12-P199-wire-igp-mail—Dorothy Bryant ..... CMF
***The French Disconnection**—800-6 pts-series-orp-C12-P199-wire-mail—Judith Ringle ..... CMF
The Los Angeles Times/Washington Post News Service—7tw-var-wire-DF-DNS ..... LTWP
***The Refinishing School**—1,200-3 pt series-orp-C12-P199-mail-wire—Stephen Morse ..... CMF
***The Sunday Box**—1tw-cont-800-orp-C12-P199-wire-mail—Various ..... CMF
***The Wheel People**—1,500-5 pt series-orp-C12-P199-mail—Thomas Crompton ..... CMF
The Women—2tw-350-mail—Teri ..... ARU
Thinking Slim—1tw-500-orp-mail—Jean Nidetch ..... SF
Tip Off . . . The Rip Off—7tw-var-mail—Sylvia Cronin ..... CFS
Today's Compact Living—1tw-550-C12-id-DF-DNS-mail—Sharon Nelton ..... RTS
Today's Woman In Today's World—3tw-var-orp-man-mail-igp-id—Dorothy Richey, Patricia Bosch ..... RBN

***Trying Retiring**—1tw-800-orp-C12-P199-wire-mail—Willma Gore ..... CMF
Various—occ-var-man-mail—Dan Carlinsky ..... CAR
***Viewpoint**—1tw-450-orp-C12-P199-wire-mail—Marion Burtt, Ph.D. ..... CMF
Virginia Payette—3tw-700-wire/DF/DNS/mail/man/orp/C12/P199—Virginia Payette ..... UFS
Visible Woman—1tw-450/600-orp-mail-DF-DNS—Janet Lowe ..... CNS
***We Want A Child!**—1,200-3 pt series-orp-igp-mail—Robin Ditmar ..... CMF
Weekly Feature Package—1tw-16-24 Features; var. lengths-DNS-mail ..... FA
***What The Schools Teach Our Daughters**—1,200-5 pt series-orp-C12/P199/id/mail—Various ..... CMF
Where You Live—1tw-250-orp—Righetti ..... CMF
Who Was That Lady?—1tw-200-orp ..... MCN
Who'll Care For The Children?—1,200-5 pt series-orp-C12/P199-mail—Various ..... CMF
Why Be Bored!—1tw-500-man-mail—Lillian Taylor ..... TAY
Why Grow Old?—6tw-550-igp/C12/DF/DNS/mail—Josephine Lowman ..... RTS
Wine & Dine—1tw-600-man/mail—With Robert Jay Misch ..... CF
Woman's World—m-25x25"-orp-mail-wire ..... TWC
Women At Work—1tw-650-man—Marlies Wolf & Joy Singer ..... FET
***Women And Work**—700-orp-C12-P199-mail—Various ..... CMF
***Women At Work**—1tw-cont-800-orp-C12-P199-wire-mail—Various ..... CMF
Working Woman—2tw-700-C12/DNS/DF—Nila Scott ..... UPS
Woman's World—1tw-var-wire-DNS—Patricia McCormick ..... UPI
Yard Yarns—1tw-250-orp—Righetti ..... SCI
You, Your Child and Entertainment—1tw-500-man-mail—David Nydick ..... DAN
Your Life & Mine—1tw-300-man-mail—Phyllis Mitchell ..... MIT
***Your Medicine Chest**—1tw-cont-700-orp-C12-P199-mail—Various ..... CMF
You, Your Child, and School—1-7tw-500-man-mail—David Nydick ..... DAN
You, Your Child and Sports—1tw-500-man-mail—David Nydick ..... DAN
Young Originals—1tw-18x8½"-orp-mail-id—Staff ..... NEA
Youth Parade—1tw-450-igp-mail—Reba & Bonnie Churchill ..... CAI

50.—TEEN-AGE FEATURES

A Problem Today (Math Problems)—1tw-150-orp—W.L. Gordon ..... SCI
Ask Aunt Madge—7tw-qps-orp-man—Madge Saksena ..... ASK
Ask Beth—3tw-450-man/C12/P199-DF-DNS—Beth Winship ..... LAT
Brain Teasers—1tw-qpt-orp-id—Ali Hachel ..... OPS
Brain Teasers—1tw-ps-orp-id—Various ..... SCI
Career Corner—1tw-400-man/mail—Tom Williams ..... CF
Careers—3tw-450-man/C12/ocra/P199/DF/DNS/mail—Joyce Lain Kennedy ..... SFI
Cash Box Confidential—1tw-550-C12-igp-DF-DNS-mail—George Albert ..... RTS
Dear Astrid—1tw-450-man/mail—Astrid Carson ..... CF
Did You Know That—1tw-hpv-orp-id—F. Treadgold ..... SCI
Diet Recipes—1tw-ps-orp—Var. Celebs ..... SCI
***Family Doctor**—1tw-800-orp-C12-P199-wire-mail—Dr. Murray Kappelman ..... CMF
***Family Room**—1tw-800-orp-C12-P199-wire-mail—Arlene Uslander & Caroline Weiss ..... CMF
Famous Recipes—1tw-var-orp—J. Sherrod ..... SCI
Fantastic Facts—1tw-ps-orp-id—F. Treadgold ..... OPS
Fashion Note—1tw-700-orp-C12-P199/id/mail—Carol Pretlow ..... CMF
***Growing Up Today**—1tw-800-orp-C12-mail—Dr. Arnold Swiller ..... CMF
It's The Truth (Facts)—1tw-hps-orp-id—Paul Swan ..... SCI
Jacket Notes—1tw-600-orp-C12-P199-mail—Tom Villela ..... CMF
Kid's Cooking—1tw-550-man-mail—Susan Manlin Katzman ..... KSM
Kids In The Kitchen—1tw-550-man-mail—Susan Manlin Katzman ..... KSM
Learning-Line—1tw-750-DF/mail—Ron Wolk ..... CPR
Lesson In English—1tw-300-orp—C. Gordon ..... SCI
Letters From Dad—6tw-500-man-mail—Martin J. Ross ..... LAW
Lifestyle Package—1tw-var-wire-DNS—Staff ..... UPI
Look & Learn—1tw-tps-orp—Gordon ..... SCI
Makin' Things—1tw-550-C12-orp-igp-DF-DNS-mail—Ed & Stevie Baldwin ..... RTS
Modern Etiquette—1tw-250-orp—J. Sherrod ..... SCI
Motor Tips—1tw-ps-orp-id—Various Authors ..... OPS
Notes On Music—1tw-or cont-500-man-C12-mail—W. Sachs Gore ..... PTF
Novice Auto Mechanic—1tw-ps-orp-id—A. House ..... SCI
Now—3tw-10x12"-orp-id-mail—Gene Loyd ..... RTS
Numismotes—1tw-or cont-var-man-C12-mail—W. Sachs Gore ..... PTF
Olga Knows—1tw-19x10"-orp—Patsy Milligan ..... MLS
On The Record—1tw-700-wire—Charlie Martin ..... NCF
Platter Patter—1tw-250-man/mail—Jeanne Harrison ..... CF
Rated G—occ-600-man/id/var/orp/mail—Lucinda ..... NPS
Read & Remember—1tw-50-100-orp—Gordon ..... OPS
Reel World—1tw-750-C12-wire—George Nobbe ..... KFS
Ringaround Word Games—1tw-qpt-orp—Jack Fitch ..... OPS
Rolling Stone Music & Youth Culture—3tw-C12-igp-wire—Rolling Stone Staff ..... KFS
Rock Pop—1tw-800-man-igp—James Riordan ..... RPT
Science Quiz—1tw-ps-orp/id—F. Treadgold ..... SCI
Straight Talk To Teens—1tw-700-man—Sue Brown ..... HLI
***Superscene**—S-hps-hpt-tps-orp-mail—Steve Kahn ..... NYT
Teen-Age Mail—3tw-500/750-xerox-mail—Dorothy Ricker ..... RIC
Teen Forum—6tw-wire/DF/DNS/mail/man/orp/C12/P199—Jean Adams ..... UFS
Teen Scene—5tw-14x4"-orp—Ted Dee ..... HAR
Teenage Driving Tips—1tw-500-orp—Jane Sherrod ..... SCI
Teen-Agers Say—1tw-1,000-mail—Lester Rand ..... YOU
Teenage Travel—1tw-500-man/id/igp—Todd Lewis ..... JPS
Test Yourself—1tw-ps-orp-id—J. Sherrod ..... SCI
The Los Angeles Times/Washington Post News Service—7tw-var-wire/DF/DNS ..... LTWP
The Scene—1tw-500-man—Robert Edward Curtis ..... GSM
The Youthful Viewpoint—1tw-1,200-mail—Lester Rand ..... YOU
Tiger's Beat—3tw-2c-orp-igp ..... KFS
Today's Teens—1tw-300-mail—Lester Rand ..... YOU
Under Twenty—5tw-var-man-igp-mail—Kurt Lassen ..... CF
What's Bugging You?—3tw-450-C12-DF-DNS—Loretta Long ..... FNS
Young World—1tw-var-wire-mail—Tom Lennon ..... NCF
Your Car And You—1tw-ps-orp-id—F. Treadgold ..... OPS
Youth Clinic—2tw-750-mail-wire—Staff ..... TSS
Youth Parade—1tw-450-igp-mail—Reba & Bonnie Churchill ..... CAI

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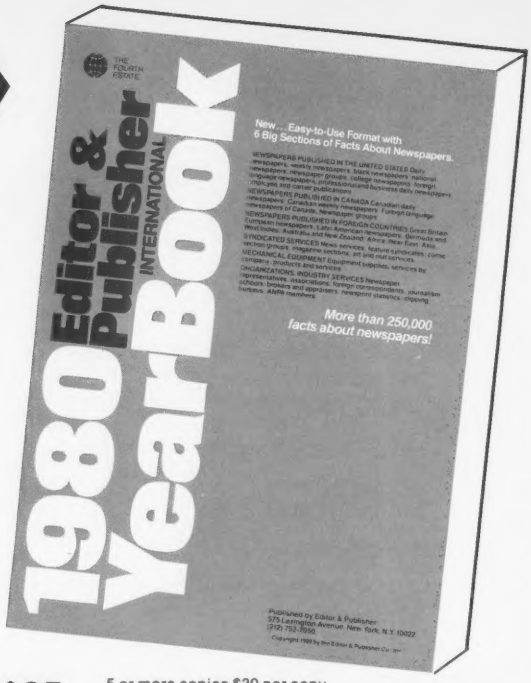

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By Stan Delaplane

Pulitzer-prize winner covers the travel world. He answers your readers' questions. They love him. 1 per week.

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By Phil Frank

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By Charles McCabe

Our outspoken curmudgeon writes of his world in this weekly literary gem. 1 per week.

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HEALTH, Lawrence Lamb, M.D. (7tw)

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CROSSWORD PUZZLER (7tw)
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PRIZE CROSSWORDS (1tw)
PRIZEWEEK PUZZLER (1tw)
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TIME OF YOUR LIFE, Jack Smith (2tw)
WHAT'S THE LAW?, Jack Strauss (6tw)
WORDS, WIT & WISDOM, William & Mary Morris (6tw)
YOUR BIRTHDAY, Stella Wilder (7tw)
YOUR STARS THIS WEEK, Stella Wilder (1tw)

FOOD AND DIETING
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NATURE'S KITCHEN, Mary S. Durkin (1tw)
SLIM GOURMET, Barbara Gibbons (3tw)

BEAUTY AND FASHION
FASHION, FACE & FIGURE, Florence DeSantis (wkly service)
LOOKING GOOD, Charles Hix (2tw)
PATTERN SERVICE, DRESS (1tw)
PATTERN SERVICE, KNIT (1tw)

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ANTIQUES & STUFF, Anne Gilbert (1tw)
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BRINY DEEP, Don Addis (dS)
CARRIER-TOONS, Chick Larsen (S)
DOCTOR SMOCK, George Lemont (dS)
DRABBLE, Kevin Fagan (dS)
DROPOUTS, THE, Howard Post (dS)
EB & FLO, Paul Sellers (d)
FERD'NAND, Dahl Mikkelsen (dS)
GARFIELD, Jim Davis (dS)
GOOD OLD DAYS, Erwin Hess (S)
GORDO, Gus Arriola (dS)
GUMDROP, Foster Moore (d)
HEALTH CAPSULES, M. Petti, M.D. & Jud Hurd (d)
JOHNNY WONDER, Dick Rogers (dS)
MARMADUKE, Brad Anderson (dS)
NANCY, Ernie Bushmiller (dS)
NORBERT, George Fett (d)
PEANUTS, Charles Schulz (dS)
PIXIES, Jack Wohl (d)
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TARZAN, Edgar Rice Burroughs (dS)
THERE OUGHTA BE A LAW, Whipple & Borth (dS)
TUMBLEWEEDS, T.K. Ryan (dS)
UNCLE ART'S FUNLAND, Art Nugent (S)
WEE PALS, Morrie Turner (dS)
WRIGHT ANGLES, Larry Wright (dS)

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Mike Peters (4tw)
Ben Sargent (4tw)
John Stees (6tw)

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(Continued from page 22)

"At present we have to figure the percentage of the ad devoted to TDK. We expect to pay for our share of the heading and of course the space occupied by the TDK ad. Measuring this is a time consuming operation and frequently leads to delays and protracted communication with the dealer involved. Since many newspapers currently bill via computer, it would be most helpful if they were to provide this breakdown for the various elements in the ad on the dealer's bill.

The second item concerns the dealer's co-op number. Each dealer is given a co-op number by TDK. Lanza would like to see this number, which is a key to the dealer's records with TDK, appear on the invoice. The paper can obtain the number from the dealer and then continue to use it. The dealer's failure to include the number is another frequent cause of delay in co-op reimbursement, she said.

35% pay hike sought

Journalists on the *Times* of London have threatened to strike in an effort to obtain a 35% raise in pay. The publisher has offered a 15% increase but the news staffs want an all-round boost of about $6,000 plus 10%.

Chrysler to offer more co-op dollars

Chrysler Corporation's summer marketing campaign, "Chrysler challenges the import myth," will mean more co-op ad dollars for newspapers.

The campaign's goal is to prove "American made cars are fully competitive" with foreign imports.

Chrysler asked potential import buyers to drive one of its cars and rate its performance against the car they wanted to buy. According to Chrysler, most of the test drivers preferred the Chrysler car's performance.

"The results don't square with consumer perceptions," stated John Givens, Chrysler's director of sales and marketing services. He said the company's findings will be the basis of its national ad campaign for tv, radio, and magazines.

Givens added the newspaper advertising will be done through dealer associations.

"They generally pick up the newspaper thrust because it's more localized," he explained. "We will be giving co-op money to dealers in 27 markets.

L.A. ad exec to handle Reagan-Bush

Peter Daly, of Peter Daly and Associates, a Los Angeles advertising agency, has taken a leave of absence to oversee Campaign '80 for the Ronald Reagan-George Bush presidential campaign.

The announcement was made (July 17) after Reagan announced that George Bush would be his running mate.

As deputy campaign director, Daley will handle all paid media activities until the November election. His operations will be based in Washington, D.C. and New York City.

Daley said that approximately 50 people will be working on the Campaign '80 staff. A field agency, to be known as Commitment '80, also will be established.

The convention slogan—"together . . . a new tomorrow"—will be used in the presidential campaign, Daley said.

Daley was involved in both the campaign '76 effort on behalf of Gerald Ford, and in the November Group for Richard Nixon in 1972.

YURI GAGARIN, ASTRONAUT?

Of course not.

Gagarin was the first man in space. So shouldn't that make him an astronaut? As a writer accustomed to accuracy, you know it doesn't. The late Yuri Gagarin was a **"cosmonaut."** That's what the Soviets call their spacemen. Astronauts are American spacemen.

A practicing writer or editor is aware of subtle word shadings like cosmonaut and astronaut. And there is another distinction in which we at Caterpillar are especially interested.

We make a line of track-type tractors, motors graders, wheel and track-type loaders, wheel tractor-scrapers, off-highway trucks, pipelayers, excavators, compactors, log skidders, lift trucks and diesel engines. And there are other companies who make products resembling

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When you use our name please make sure you're talking about the products we make.

It's a distinction we hope you remember. Just like between cosmonaut and astronaut.

Thank you.

CATERPILLAR

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Co-op workshop

(Continued from page 20)

experience. You can't learn if you don't let it be known what you don't know.

Also encouraged was very free dialogue. The Gwaltney Meats rep commented that he wanted newspapers to understand there are times when he must have co-op participation from his customers. When Gwaltney is in an overproduced situation they must sell it . . . or expect to smell it. He asked understanding of his need of immediate assistance in the preparation of layouts and making calls on food stores to run Gwaltney meats at sale prices. Gwaltney pays 100% of advertising costs, not to exceed 5¢ per pound purchased. All Gwaltney co-op claims go directly to the sales rep for his approval. The claims are usually paid within 10 days.

Following a cocktail party and buffet dinner for 55 participants on the second evening, Hennessey presented a slide/cassette show to explain services a rep should be able to expect from local newspapers. Newspapers made note of the program and the responsibilities they should expect to assume and the reps were aware of the need to get their dealers to expect more assistance from the newspapers. There is a genuine appreciation for the need of exchanging information and ideas to get the dealer to make better use of his co-op money.

Hennessey encouraged the reps to visit with newspapers that did not participate in the workshop. "Tell them what I told you to expect and let them know that you need their help." Since the workshop, sponsors have had phone calls from newspapers about the workshop and asking assessments of the benefits.

In these times of high costs it's good to know...

ACB's Checking Proof Service still costs less—

costs less than doing it yourself!

ACB's Checking Proof Service is still a SAVINGS TO PUBLISHERS—not an extra expense. (Some papers say it would cost them two to four times as much to do it themselves!)

The reasons? HIDDEN COSTS—all the people and paperwork complexities that add up to a lot more than just "tear sheets." No wonder virtually all U.S. dailies prefer the economy of ACB Checking Service. Consider...

ACB gives you not only lower cost, but a more complete service than any paper itself can provide. ACB checks and forwards every national ad in your paper, automatically, to the agency or advertiser. (Certain local tearsheets are serviced, too.)

So ACB saves you overhead, time, energy and money—in record-keeping, collecting pages, handling requests, typing, mailing, postage, and all the detail of it.

ACB is able to do all this for you at lower cost because of our related services which have been developed and sold to manufacturers and agencies. Services such as Newspaper Advertising Research and Cooperative Advertising Audit Service—all of tremendous value to the newspaper industry.

It's good to remember that our old news is still the best news about the cost of checking proof service.

You can't beat experience.

ACB THE ADVERTISING CHECKING BUREAU, Inc.

Call your nearest ACB office.

NEW YORK: 2 Park Avenue, 10016; Phone 212/685-7300
CHICAGO: 434 South Wabash Avenue, 60605; Phone 312/922-2841
COLUMBUS, OHIO: 941 North High Street, 43201; Phone 614/294-4761
MEMPHIS: 52 South Second Street, 38103; Phone 901/526-3281
SAN FRANCISCO: 1453 Mission Street, 94103; Phone 415/552-6000

FTC clarifies co-op ad rules on free papers

The road was cleared for retailers to spend more co-op advertising funds in free circulation newspapers following a clarification by the Federal Trade Commission of its 1972 Co-operative Advertising guidelines.

The clarification addresses misconceptions by advertisers as to the types of newspapers that can be used to receive co-op funds.

"The clarification more clearly states the intent of the FTC's 1971 issuance of its guidelines," said Gerald W. Crane, vice-president of News/Sun Publications, Decatur, Ga., and president of Suburban Newspapers of America. Crane was a primary force in taking the issue before the FTC.

Crane stated that with equal access to all newspapers with audited or verified circulation, the retailer is "encouraged to use co-operative advertising programs in whatever newspapers have proven to be most effective for their particular retailing situation in their non-co-op advertising campaigns."

Advertiser misconception of where to use co-op dollars stemmed from Footnote #3 to Guide 9 of the Co-operative Advertising guidelines which stated manufacturers "should offer to pay the same percent of the cost of newspaper advertising for all competing customers in a newspaper of the customer's choice or at least in those newspapers that meet the requirement for second class mail privileges."

The reference to "second class mail privileges" apparently caused the misinterpretation since second class permits are issued to paid publications only.

Paper cartel scored

Members of the Common Market (European Economic Community) are taking steps to disband the cartel that has been fixing prices for newsprint from Scandinavia, it was reported recently in the *Financial Times*, London. The Brussels agency has condemned the "near monopolistic" pricing system of 12 companies based in Sweden, Norway and Finland.

JANUARY—JUNE 1980

During the first six months of 1980, Communications Equity Associates completed eighteen separate transactions with a volume of approximately $60,000,000.

January, 1980

SOLD

Madison Communications, Inc.
Island Cable Corp.

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

January, 1980

SOLD

Community Television Cable System of Lee County, Inc.
Lee County, Florida

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

January, 1980

$3,500,000
SENIOR SECURED 14¼%
LOAN DUE 1985

Mr. William Joyce, Sr.
Owner of the cable systems serving Romeoville, Bolingbrook, Crest Hill and Joliet, Illinois.

The undersigned acted as advisor to and represented the above in the placement of this financing. This announcement appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

January, 1980

SOLD

Rankin County Cable Co.
Rankin County, Mississippi

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

February, 1980

SOLD

Cable Systems Serving Davie, Dania, Lauderdale Lakes, Cooper City and Portions of Broward County, Florida

The undersigned represented both parties in performing its services as financial advisor and finder in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

March, 1980

SOLD

Tooele Cable Co.
Tooele, Utah

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

April, 1980

SOLD

Coffeyville Cable TV
Coffeyville, Kansas

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

May, 1980

SOLD

Central Plains Cable TV
Mitchell, South Dakota

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

May, 1980

SOLD

BURKE COUNTY CABLEVISION
Waynesboro, Georgia

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

May, 1980

SOLD

COMMUNITY CABLE COMPANY
Ortonville, Minnesota
Big Stone City, Milbank, South Dakota

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

May, 1980

$1,050,000
Senior Secured 13.5%
Loan Due 1990

Alaska Cable Network, Inc.
Owner of the cable systems serving Ft. Wainwright, Ft. Greeley and Eielson Air Force Base, Alaska

The undersigned acted as advisor to and represented the above in the placement of this financing. This announcement appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

May, 1980

SOLD

All-State Cablevision, Inc.
Plainfield, East Brunswick, New Jersey

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

June, 1980

SOLD

COTTON COUNTRY COMMUNICATIONS, INC.
Hollandale, Mississippi

The undersigned represented both parties in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

June, 1980

SOLD

GLENN LAKE CABLE COMPANY
Empire, Michigan

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

June, 1980

SOLD

BATTLEFIELD CABLEVISION, INC.
Rossville, Georgia

The undersigned represented both parties in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813/877-8844

June, 1980

SOLD

FRANCHISES FOR
Farmersville and Sterlington, Louisiana

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.

Communications Equity Associates
851 Lincoln Center · 5401 W. Kennedy Blvd.
Tampa, Florida 33609 · 813 877-8844

Newspeople in the news

ERIC RUFF is the new Washington news bureau manager for the Donrey Media Group. Ruff replaces TERRY WADE, who becomes editor at the group's *Nevada Appeal* in Carson City.

* * *

KEN FORTENBERRY is the new editor of the *Natchez* (Miss.) *Democrat*. He formerly was editor of the *Beaufort* (S.C.) *Gazette* and managing editor of the *Leesburg* (Fla.) *Commercial*.

* * *

PAUL BODI was named executive sports editor of the *Atlanta Constitution*, replacing JOHN CLENDENON, who resigned to join the *New York Daily News*. Bodi joined the Constitution as a sports executive in 1977 and was assistant sports editor under Clendenon.

* * *

Former *Chicago Tribune* financial editor NICK POULOS joins the *Atlanta Constitution* as business editor and columnist. Paulos most recently worked as head of press relations for the First National Bank of Chicago.

* * *

KAREN A. OPPENHEIM, vicepresident and publisher of the *Indio* (Calif.) *Daily News*, also was appointed publisher of *The Desert Sun*, Palm Springs. At the Sun, she replaces E. J. GROFER, who resigned.

* * *

THOMAS E. DUVAL joined the *York* (Pa.) *Daily Record* as circulation manager. DuVal formerly was circulation director for the *Montgomery Advertiser* and *Alabama Journal*.

* * *

ANITA SEELIG, *Dallas Morning News* sports columnist, is now doubling as sports commentator and sportscaster for KKDA-FM. She joined the News two years ago, having previously worked for the *Monroe* (La.) *News-Star-World*.

* * *

LEE E. BEAUREGARD was appointed classified advertising manager of the *Los Angeles Herald Examiner*. Formerly classified advertising director of Gannett Westchester-Rockland Newspapers, White Plains, N.Y., Beauregard also has held positions with Capital Newspapers Division of the Hearst Corp., Albany, N.Y.

* * *

JOHN W. SWEENEY joined the *Houston Chronicle* as advertising director from a similar post with the *Boston Herald American*. Earlier he was with the *Trenton* (N.J.) *Times* and *Washington Post*.

BULLETIN VICEPRESIDENT—B. Dale Davis, previously executive editor of *Philadelphia Bulletin*, was appointed vicepresident/communications of the Bulletin Co., Philadelphia. Davis will be in charge of promotion, research, public relations and community relations departments of the newspaper. He joined the Bulletin in 1963 as Sunday editor, becoming managing editor in 1973 and executive editor in 1975. His successor as executive editor is Craig Ammerman, a managing editor of the *New York Post* for the past 18 months.

JOHN A. TAYLOR was named counsel of the *Buffalo* (N.Y.) *Courier-Express* effective August 13, responsible for the legal affairs of the Courier-Express as well as labor relations and personnel. Prior to his appointment Taylor was assistant labor relations manager of the *Detroit News*.

* * *

The Reverend BARKER C. HOWLAND, reporter for the *Harrisburg* (Pa.) *Patriot-News*, was elected state chaplain by the American Legion convention. Howland is a retired Navy chaplain.

* * *

JAMES J. HOWELL was appointed comptroller of the *Hunterdon County Democrat*, Flemington, N.J. He succeeds the late KENNETH KROEGER. Howell previously was an auditor with Vahlsing Services, Robbinsville, N.J.

* * *

EDWARD W. SOWERS, editor and publisher of the *Rolla* (Mo.) *Daily News*, received the Special Leadership Award for the American Security Council's "Coalition for Peace Through Strength" recently.

* * *

JOE DEL ROCCO is the newly named classified phone room manager of the *Fort Lauderdale News* and *Sun-Sentinel*. Before joining the newspapers last year, he had advertising posts at the *New Brunswick* (N.J.) *Home News* and *Bridgewater* (N.J.) *Courier-News*.

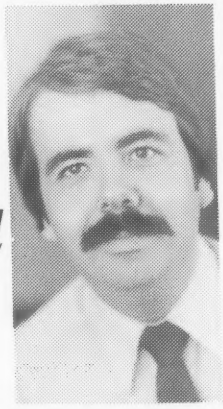
PIONEER Profiles

John Juneau

Publisher

The Daily Herald

Monongahela, Pennsylvania



The community newspaper plays a vital role in the life of its readers.

It informs, entertains and urges to action. It mirrors the spirit of the people and towns it serves.

That is why it is so important that community newspapers remain strong and viable in their marketplace.

They must meet the challenge of change and competition.

At the Daily Herald we strive to meet the challenge by becoming involved in our Monongahela Valley communities. We do it with news coverage and editorial comment meant to provoke thought and give direction.

We strive to meet the challenge by actively taking part in activities and organizations which serve the best interests of our towns and their people.

We firmly believe a community newspaper is more than printed words on a page. It IS part of its readers' lives.

PIONEER NEWSPAPERS

Publishing Daily and Weekly Newspapers in Ten States

Corporate Headquarters: 131 Mercer St., Seattle, Wa. 98109

First woman elected to head Mississippi press

Marie Luke

Marie Harris Luke, editor of the *West Point* (Miss.) *Daily Times Leader*, is the first woman president of the Mississippi Press Association.

A third generation newspaper person, she pounded the pavement selling ad space for the *Biloxi-Gulfport Daily Herald* for two years and did the same after returning to West Point in 1973. When her father, William Henry Harris, died in 1975 she became the third editor-in-chief since publication began under founder Edgar G. Harris.

Luke is not the first woman to be nominated to the post of president of MPA, however. Back in the mid-30s it was her own grandfather Edgar who blocked the elevation of a female vice-president to the top office by a motion from the floor at the organization's annual business meeting.

The MPA vicepresident for weeklies is William T. Miles, *Armory Advertiser*, and vicepresident for dailies is John O. Emmerich, Jr., *Greenwood Commonwealth*. George Van Zant, MPA manager, is the secretary and Jack R. Tannehill, *Union Appeal*, treasurer.

The Associated Press has named new correspondents in three bureaus as follows:

James R. King of the Dallas staff becomes El Paso correspondent, succeeding William Greer, who resigned to teach journalism at the University of Arizona.

Gregory Thompson, San Antonio correspondent, was named correspondent in charge of the Illinois capital bureau in Springfield, succeeding T. Lee Hughes, who resigned to attend graduate school.

Mack Sisk, San Antonio bureau manager for the United Press International, replaces Thompson in San Antonio.

* * *

Peter G. Segal, newly appointed advertising manager for *Delaware Valley Business* magazine, previously was a national sales representative for the *Philadelphia Bulletin*.

* * *

Kathy Sommer was promoted to classified advertising telephone sales supervisor at the *St. Petersburg Times* and *Independent* replacing Bonnie Caswell, who became account representative division supervisor.

Robert S. Wilson was named director of operations at the *Baltimore News America*. Earlier he was president of the *Patent Trader*, Mt. Kisco, N.Y., a division of the Morris Newspaper Corporation.

Clark Surratt was named governmental affairs editor of the *The State*, Columbia, S.C. and Jan K. Stucker, named special assignments writer. Surratt is a 7-year veteran of the reporting staff. Stucker re-joins the newspapers after a year as a Nieman Fellow and will focus on coverage of South Carolina from a regional perspective.

* * *

David A. Miller was appointed marketing director of the *Columbus* (Ind.) *Republic*. He formerly was retail advertising manager of the *Mansfield* (Ohio) *News Journal*.

* * *

Robert C. Weber, formerly a district manager of *Newsday*, Long Island, N.Y., was appointed circulation manager of the Hollister (Calif.) *Evening Free Lance*.

* * *

Richard S. Krantz, veteran investigative reporter for WHAS-TV Louisville and the *Louisville Times* and *St. Louis Globe-Democrat*, joins the Southern Illinois University-Carbondale, journalism faculty this fall.

* * *

Edward J. Ferdenzi was appointed national advertising sales manager, *Boston Herald American*, replacing Robert Lange, who is now advertising director. Ferdenzi has been in the newspaper's national advertising staff since 1970.

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Publishers, corporate executives, managers in all departments—we're the industry professionals at recruiting these key people for newspapers of all sizes throughout the U.S. We take pride in the quality of our personal service—it has earned us many close, long-term relationships. Our in-depth studies (of people AND positions) are backed by more than 15 years experience as newspaper management consultants specializing in executive recruitment.

For a confidential discussion, call **312-394-9330.**

Carl Youngs

Mike Walker

Youngs, Walker & Company

ONE CROSSROADS OF COMMERCE, ROLLING MEADOWS, ILLINOIS 60008

Wrong headline

(Continued from page 14)

Call-Chronicle named Ford as the other half of the GOP team in 9,000 copies.

UPI maintains it never flatly declared the vice presidential pick until it was officially announced, although it did run a story around 10:00 p.m., saying: "Former President Ford has agreed to serve as Ronald Reagan's running mate, congressional sources said Wednesday night. 'It's a done deal,' one source in the congressional leadership said."

"We based that lead on sources," UPI managing editor Donald Reed said. "We just didn't feel we could flatly announce it until we got it from Reagan or an aide."

Editors who got their headlines straight empathized with their less fortunate colleagues.

"I remember sitting here looking at that AP graph," Steve Vaughn, managing editor of the *Orlando* (Fla.) *Sentinel Star*, said. "It's the kind of lead you write when a President is assassinated and you know he's dead."

The Sentinel Star avoided the ticklish dilemma with the straightforward banner: "Reagan and Ford?"

Meanwhile, last week at the Sun-Times nobody was talking. A spokesman simply said there would be no comment.

But regardless of their p.r. stand, the rest of their print and broadcast colleagues made sure the bungle got light-hearted attention.

Tv networks as well as national magazines and dailies used the incident as filler, while Phil Donahue placed a copy of the famous issue in Ford's hands during a taping of the show.

The day after the Sun-Times goof, the *Chicago Tribune* gleefully offered sympathy in an editorial reminiscing about its own famous banner blunder in 1948: "Dewey Defeats Truman."

"We can assure our Sun-Times colleagues that in 25 to 30 years, the embarrassment will begin to fade into wry resignation. They may even find that in two or three decades, they can laugh about it without it hurting."

In the interim, it may be the readers themselves who get the last laugh. The Tribune's Dewey fiasco currently fetches between $125 and $150 a copy. And the Sun-Times said it has been flooded with calls from as far away as Australia from collectors after a cheap investment.

Past Week's Stock Prices

NEWSPAPERS

	7/22	7/8	One Year Ago
Affiliated Publications (AMEX)	20¼	19	22¼
Blue Chip Stamps (OTC)	23¾	22½	26
Capital Cities Comm. (NYSE)	56½	55¾	44
Charter Company (NYSE)	19½	21½	N/A
Cowles Comm. (NYSE)	24¾	24	23
Dow Jones (NYSE)	44	47½	35
Early Calif. Ind. (OTC)	7	6⅝	N/A
Gannett (NYSE)	50½	47½	43½
Gray Comm. (OTC)	34½	34½	29
Harte-Hanks (NYSE)	30	26½	21⅜
Jefferson Pilot (NYSE)	28½	28½	35½
Knight-Ridder (NYSE)	27	24⅝	24¼
Lee Enterprises (NYSE)	20¾	20⅛	22⅞
Media General (AMEX)	29¾	29	24⅝
Multimedia (OTC)	26¾	25½	30¼
New York Times (AMEX)	24	23½	24⅝
Panax (OTC)	4½	4½	6½
Post Corp. (Wisc.) (AMEX)	17	17¼	19¼
Quebecor (AMEX)	10⅛	9½	8¾
Seaboard Coastline (NYSE)	42⅞	40⅜	N/A
Southam (CE)	36¼	35¼	26¼
Stauffer Comm. (OTC)	36½	36½	27¼
Thomson Newspapers (CE)	17¾	17¾	14⅜
Time, Inc. (NYSE)	53	47½	45½
Times Mirror (NYSE)	37½	32⅝	33½
Toronto Sun (CE)	19	N/A	13½
Torstar (CE)	26	24	20¼
Washington Post (AMEX)	19⅜	16⅞	24¼

SUPPLIERS

	7/22	7/8	One Year Ago
Abitibi (CE)	20¼	19⅛	18⅝
Allied Chemical (NYSE)	51⅞	49⅜	N/A
Altair (OTC)	3⅜	3¼	4¼
Am Intl (OTC)	68¾	66½	N/A
Berkey Photo (NYSE)	4	3⅞	N/A
Boise Cascade (NYSE)	39¼	37⅛	37⅛
CBS (NYSE)	51⅛	48¼	N/A
Compugraphic (NYSE)	21⅛	22	38
Compuscan (OTC)	4⅛	4⅛	N/A
Consol. Bath. (CE)	15	15	14½
Crown Zellerbach (NYSE)	47½	48⅝	36⅛
Digital Equipment (NYSE)	77¼	71⅝	59
Domtar (AMEX)	22⅜	21⅞	23⅝
Dow Chemical (NYSE)	35	32¼	29
Eastman Kodak (NYSE)	59	57½	54½
Georgia Pacific (NYSE)	30	27⅞	26⅝
Grace, W.R. (NYSE)	42½	40¾	30⅝
Great Lakes Forest (CE)	51½	50½	N/A
Great Northern Nekoosa (NYSE)	35½	33½	33½
Harris Corp. (NYSE)	40⅜	37¾	28¼
Hunt Chem. (NYSE)	11½	12⅛	14⅝
International Paper (NYSE)	40¼	39⅛	43⅝
Itek Corp. (NYSE)	22½	20½	23⅛
Kimberly Clark (NYSE)	48¼	48¾	44
LogEtronics (OTC)	14	13¼	10¾
Logicon (AMEX)	23⅝	20⅝	15½
MacMillan Bloedel (CE)	31¾	N/A	27¾
Minnesota Mining & Mfg (NYSE)	57	53⅞	54¾
Raytheon (NYSE)	84¼	77⅝	56
Rockwell Int'l (NYSE)	29¼	29¼	39⅜
Signode (NYSE)	39⅛	36⅝	N/A
St. Regis (NYSE)	32⅜	29⅝	30¾
Southwest Forest Ind. (NYSE)	17⅛	15⅞	17½
Sun Chemical (NYSE)	28	25⅝	31
Visual Graphics Corp. (AMEX)	6⅝	6¾	5
Volt Info. (OTC)	27½	23¼	20¼
White Consolidated (NYSE)	26½	24¾	N/A

Prices supplied by Smith Barney Harris Upham Inc.

Collection Excuse #127

"Our computer is broken"

If its not the computer that's broken, it's the check writing machine. And if it's not that, it's something else. So you're stuck with an overdue receivable. You could spend more time pursuing it, and you could turn it over to a standard collection agency and pay a fee of 25%, 33%, 50% or more. Or you could leave it to the Credit Bureau, Inc., the media credit specialists. CBI provides its subscribers a dependable BEST BUY collection service for a low 10% contingency fee.
For more information contact *CBI, Box 17022, Dulles International Airport, Washington, D.C. 20041 or call (703) 620-3700.*

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Media Credit Specialists

CBI

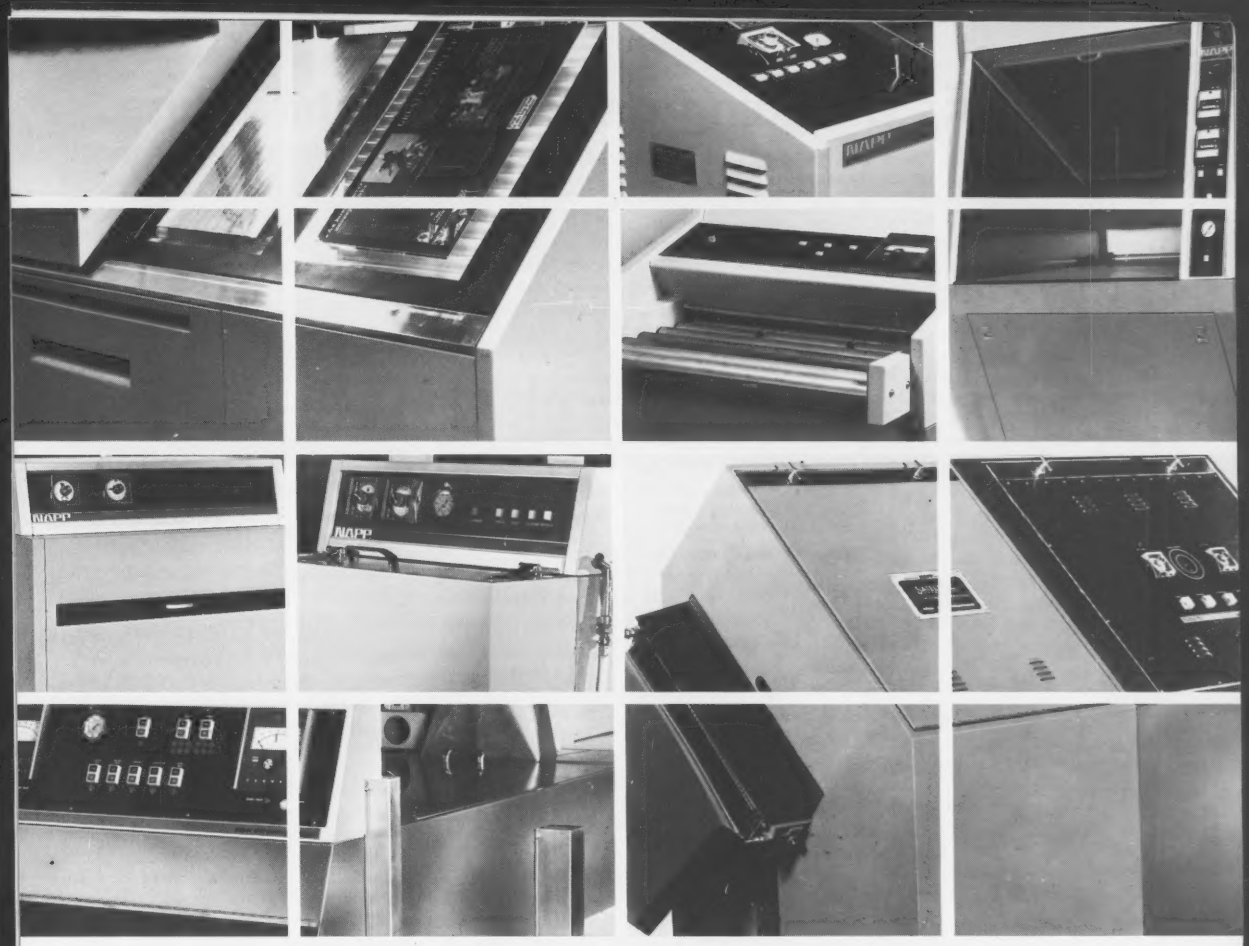
A Wholly Owned Subsidiary
Of American Newspaper Publishers Association

Reporter marries ex-state senator

Former state Sen. Henry J. (Buddy) Cianfrani and former *Philadelphia Inquirer* reporter Laura Foreman were married (July 14).

Cianfrani, 57, had told his friends that he would marry Foreman, 36, after he was released from the U.S. Penitentiary at Allenwood, Pa., where he served 27 months for mail fraud, racketeering and conspiracy. He was freed May 16.

The two have been romantically involved since 1975 when Foreman was a political writer for the Inquirer. When investigations indicated Cianfrani had given Foreman more than $10,000 in gifts during the course of their relationship, she resigned under pressure from her job in the Washington bureau of the *New York Times*.



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It's the NAPP difference.

With a NAPP system, there's no need to settle for a less-than-perfect fit.

We feature a complete line of five plate processing systems, with capacities ranging from 15 to 150 direct plates per hour, to meet the needs of any size newspaper, large or small. And, for the utmost in efficiency, ask about the Titan™ system, capable of producing up to 120 press-ready Titanplates™ per hour . . . using just one operator.

NAPP equipment is simple to understand. Easy to maintain. And, with more of it to choose from, it's the closest you can come to a customized system.

Versatility. It's what sets NAPP apart from the rest.

NAPP®

Letterpress plates making headlines around the world.

NAPP Systems (USA), Inc., 360 So. Pacific, San Marcos, CA 92069, (714) 744-4387.

UPDATE: On going daily for the third time

On August 26, 1978, EDITOR & PUBLISHER published a report on *Mount Kisco* (N.Y.) *Patent Trader* and its new general manager, John R. Berger. Patent Trader, one of 32 daily and weekly newspapers in the Morris Newspaper Corp., Savannah, Ga., had recently converted to daily 5-day publication after having been twice-a-week from the time of its founding in 1956—except in 1960 and 1965, when it flirted briefly with daily publication, but aborted the effort both times. In this update, E&P takes another look at how Patent Trader and now-editor and publisher Berger are doing.

Patent Trader is making a successful conversion to daily frequency and carving out a greater niche for itself as the local daily newspaper for Northern Westchester and Putnam counties. This has been accomplished through a lot of hard work, trial and error, and adjustments on the part of readers and employees; not to mention publishing in a highly competitive, fragmented market.

Patent Trader's market is served by the *New York Times; New York Daily News;* the *Reporter Dispatch*, the largest member of Gannett's Westchester-Rockland Newspaper group; and the *Yorktown Pennysaver,* a TMC all-advertising booklet mailed weekly to 260,000 households. In addition, there are several weekly newspapers, a monthly shopper, and a strong local radio station in Patent Trader's primary area of trade.

"The key to Patent Trader's success to date," says Berger, "was the decision to develop a highly specialized, all-local editorial news product tailored to the needs of the area's readers." When Patent Trader first went daily, national and international wire news were added, a move that deviated from the newspaper's past coverage of being all-local. Reader reaction indicated that these additions were not the way to go. A readership and advertising survey taken in October 1979 confirmed management's judgment that the typical Patent Trader reader was also a New York Times reader.

Today, Patent Trader is a mix of local "hard" news and community human interest features, with very strong local sports, town life and editorial page coverage, and emphasis on local people in pictures and stories. Since converting to daily publication, Patent Trader's front page has undergone a gradual metamorphosis (there have been six different formats) which illustrate this change to an all-local product with few exceptions.

Patent Trader's local editorial emphasis is unique in that there is exclusion of all national and international news. It has phased out the use of its AP wire and laser photo service, except for suburban news. Patent Trader's intensive local coverage means that a reader won't find abbreviated accounts about world or national events that are covered in the Times.

There have been other specific changes in editorial format and content that have enhanced the newspaper's local image. One year after being daily, a tabloid entertainment guide was started in Friday's edition. Newsstand sales on Friday are almost double the Monday-Thursday edition sales, and entertainment-oriented advertising has increased significantly. John Hedin, who became

John R. Berger and John Hedin

managing editor in April 1979, has reorganized the newsroom to intensify local coverage, and has started a daily op-ed page called Forum, consisting of local features and columns on a variety of subjects from health care to leisure time activities. Patent Trader's sports coverge has always been an important part of the newspaper's local coverage, and it has since been augmented to include special sports supplements focusing on local tennis and football, for instance.

These editorial improvements have been translated into an improved profit picture and circulation increases. Circulation has increased to more than 14,000 from 12,500, despite a 260 percent increase in the home delivery subscription rate from $15 per year to $39 per year. Ninety percent of Patent Trader's circulation is delivered through the mail. Berger attributes the successful and steep circulation rate increases to the implementation of a magazine style, direct-mail variable billing renewal system of constantly escalating rates.

(Continued on page 32)

The RANSBOTTOM XR-2000 (Recirculating) Silver Recovery System

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Update

(Continued from page 30)

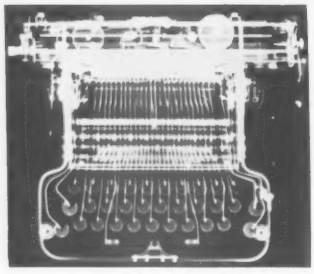
The changes haven't come easily. Contrary to most employees' expectations, the new daily was not well-received initially and, like most new ventures, was not immediately profitable. Expenses had to be closely watched and pared, particularly payroll. Employees were not used to a daily schedule; morale wasn't the best. In the winter of 1979, a front-end system was installed. Although reducing production expenses immediately and substantially, it was not a smooth transition. Since then, with greater acceptance of the daily and improved overall results, most of the daily's start-up problems have dissipated.

There have been adjustments in many other business areas. Retail advertising has not increased very much, but classified linage and revenue did until recently when real estate advertising was hard hit. But a fourfold to fivefold increase in national revenues in addition to a large circulation revenue increase have compensated for the additional newsprint, production and distribution expenses of three more days' publication. And a continuous series of advertising editorial special sections have built revenues while presenting specialized local editorial coverage.

One of Patent Trader's biggest problems is that it is constantly being confused as a member of Gannett's Westchester-Rockland group. "We've lost out on regional and national advertising because of this confusion," says Berger. Another big problem is trying to convince large White Plains department stores such as Bloomingdale's, Saks, and Macy's that they are missing an important part of the Northern Westchester market by not advertising in Patent Trader. "Our market surveys show a high degree of unduplicated coverage between Patent Trader and the Reporter Dispatch of WRN. The typical Patent Trader household also has better demographics than the typical WRN reader," Berger said.

So, after two years of learning how and how not to go daily, Berger and his staff at Patent Trader are positioning Patent Trader as the local newspaper for the Greater Mount Kisco trading area. "It hasn't been easy," says Berger, "and with signs of the recession starting to be felt in even 'recession-proof' Westchester County, daily publication looms to continue to be a daily struggle.

"We've had to scratch every bit of the way, but the challenge of publishing a quality local editorial product five days a week, and of competing against some of the biggest and the best in the newspaper business and succeeding, keeps us going. We're going to just have to persevere and to persist as we have been doing for the past two years."



MEDICAL REPORTING AWARDS IN RADIOLOGY

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. . . to recognize journalists whose stories contribute significantly to the public's understanding of radiological health care.

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For more details on the awards write to Charles Honaker, American College of Radiology, 20 N. Wacker Drive, Chicago, IL 60606, or phone 312-236-4963.

John S. Knight gives Cornell $½ million

Cornell University has received its second gift of $250,000 within the last 18 months from John S. Knight, editor emeritus of Knight-Ridder Newspapers, Inc., for the writing program in the College of Arts and Sciences.

Knight, a member of the Class of 1918 at Cornell, gave $250,000 in February 1979 to strengthen the writing program at Cornell.

The latest gift will further "maintain and improve the excellence of our writing program," said Alain Seznec, dean of the Arts College. Specific uses of the gift are now under study, he said.

In thanking Knight for this gift, Cornell President Frank Rhodes said, "I am deeply grateful for your continued commitment to this vital part of our undergraduate curriculum."

Cornell's writing program serves the entire university and involves some 6,000 students each year. It is made up of three broad components: a basic program for the majority of students, a "writing workshop" for students with special problems, and a series of courses for the particularly gifted.

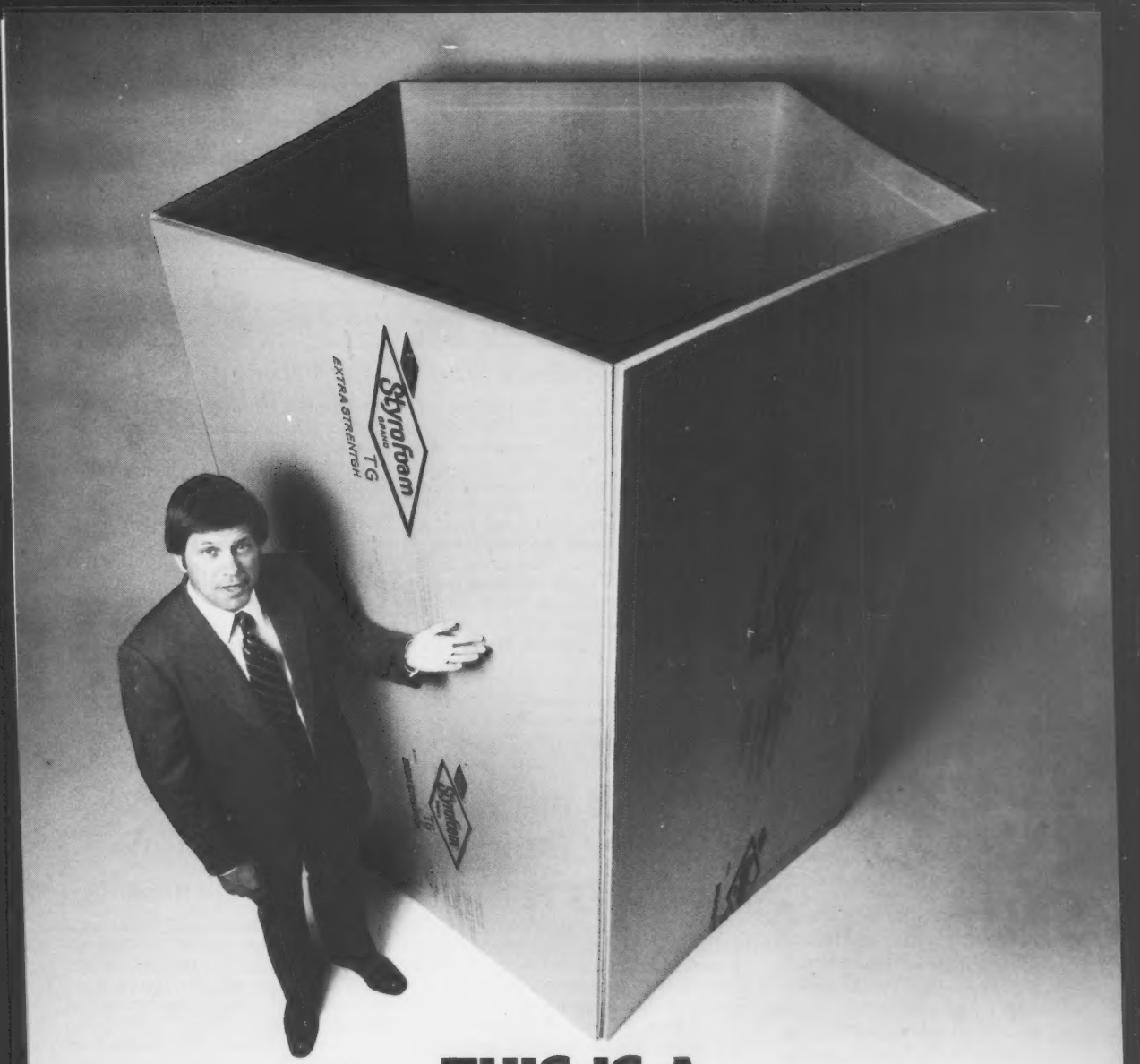
Knight's first gift to the program helped to maintain all aspects of the program at a time when the Arts College budget was facing sharp reductions. In addition, it improved teacher training, added flexibility in the size and number of class sections, and aided with support services.

A member of the Cornell Board of Trustees for 10 years, Knight was elected Trustee Emeritus in 1964, and a Presidential Councillor in 1966. He was honored by the university at a dinner in Miami last February.

In 1968 he endowed the John S. Knight Professorship in International Studies at Cornell and has made many unrestricted gifts to the university. Over the years Knight has served on the Cornell Alumni News Advisory Board, the Arts College Advisory Council and the Library Associates.

Acquire daily

Newspapers of New England Inc. has acquired the 13,000-circulation *Valley News*, serving the Lebanon/Hanover, N.H., area, for an undisclosed sum. A spokesman indicated the only change now planned is replacement of publisher Walter Paine, who owned the paper with Mr. and Mrs. James Ewing. NNE also owns the *Concord* (N.H.) *Monitor*, one-half of the *Greenfield Recorder* and all of the *Holyoke Transcript*, both in Massachusetts.



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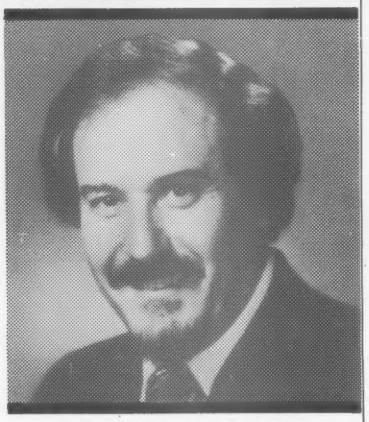

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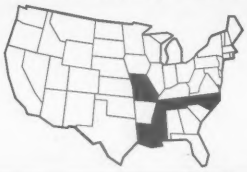

Currently in his fourth year at United Media Enterprises, Tom is our sales representative in five states: North Carolina, Tennessee, Louisiana, Mississippi and Missouri.

Before joining UME, Tom was a newspaper publisher in Mississippi, Alabama and Texas for the Worrell newspaper chain. And prior to that he was an executive for The Tennessee Valley Authority. Tom is a graduate of Murray State University in Murray, Kentucky.

Tom Counce. He'll be getting to know you better over the coming months.

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Syndicates

By Lenora Williamson

It's 75 for Ernie and 40 for "Nancy"

Cartoonist Ernie Bushmiller, who started his career as a copy boy with the *New York World* at the tender age of 14, celebrates his 75th birthday August 25.

And Ernie also currently is celebrating the 40th anniversary of his comic strip "Nancy," that adventurous, little girl who enjoys an avid following among all age groups. "Nancy" has stayed true to type—she still wears the same widely-recognized hair-do with a bow and skirt length and shoes just about the same as when she first appeared on the comic pages.

In his youthful days on the job, Ernie spent a lot of time around the cartoonists and at night secretly attended art classes.

He was awarded cub-artist status and eventually did his first strip "Fritzi Ritz", for which his fiancee, Abby Bohnet, was the model. He married and set off to Hollywood to write for comedian Harold Lloyd for a time.

"Nancy", a minor character in the early strip, emerged as a title character in her own strip with United Features Syndicate in 1940. His earlier strip was subsequently discontinued.

"Nancy" consistently appears in the top ten favorite categories for adults and children in comic surveys.

Now edging 75, Bushmiller still creates all the strips and works with his long-time assistant Will Johnson. The cartoonist and his wife live in Stamford, Connecticut.

Body of missing reporter found in county morgue

A reporter for the *Santa Monica* (Calif.) *Evening Outlook*, who was missing for 23 days (E&P, July 12,) has been found dead, the apparent victim of a hit-and-run auto accident.

Al Bock, 47, was apparently struck by a hit-and-run driver while crossing a street in the Fairfax district of Los Angeles. No identification was found on the reporter and following his death at Cedars-Sinai Medical Center, his body was turned over to the county coroner's office and listed as "John Doe 179."

Fingerprints were taken and sent to the Criminal Investigation and Identification section of the state Department of Justice. A Department of Justice sent out a teletype to the coroner's office on June 23 stating that the John Doe prints were those of Bock. The coroner's office never received the teletype.

At the Evening Outlook's request, a district attorney's investigator interceded, contacted the Department of Justice and the matter was eventually straightened out.

A July 22 public session of the Santa Monica council has adjourned in the reporter's honor.

Readers spend over $5 billion on N.A. dailies

Readers in the United States and Canada last year spent $5.35 billion to buy their daily and Sunday newspapers, 9.2% more than in 1978, according to estimates by the Newspaper Advertising Bureau, Inc.

U.S. readers spent $4.95 billion, and Canadians $402 million, and each showed the same percentage gain.

In the United States, spending for weekday papers last year rose 7.0% to $3.5 billion, and for Sunday papers, it rose 15% to more than $1.4 billion.

Canadians increased their spending for weekday papers in 1979 by 5.0% to more than $282 million for for Saturday and Sunday papers by 20.1% to $119.8 million.

London building plan

The *Evening Standard* will have one of the largest office buildings in London if the authorities approve plans of Trafalgar House Developments to erect a structure on Shoe Lane which will have 280,000 square feet of space. The cost of the project is estimated at about $25 million (US). Offices and flats will occupy a large portion of the eight-story structure.

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MOM/POP DAILY in Kansas needs resident owner. Good terms, good potential. Building goes with sale. $60,000 down. (316) 342-9285.

TWO COLORADO WEEKLIES: 1—Small underdeveloped on unspoiled West Slope. 2—Unique growth opportunity in recreational area. Each requires a complete newsman/team with skill, convictions. James J. Brodell, Newspaper Broker, Box 1841, Grand Junction CO 81502. (303) 242-5035.

NEW WIFE insists on selling and retiring now. Florida weeklies gross $600-$800M for sale at $750M. Building not available, press is additional. Major potential for buyer who wants to expand. Box 35485, Editor & Publisher.

ALABAMA WEEKLY—Over 100 years old. County seat weekly. Under $50,000—terms available. Call (205) 624-3569.

NORTHERN AND SOUTHERN CALIFORNIA quality weekly groups, each with offset press, very profitable. Best locations. Price is $1.1 million and $3 million. 29% down. Mel Hodell, Broker, Box 2277, Montclair CA 91763.

TWO ESTABLISHED east San Francisco Bay community monthlies. (415) 522-7734 before 9:30 am; after 6:00 pm or write PO Box 8562, Emeryville CA 94662.

SUNBELT shopper in third year. Grossing $150,000. Excellent potential. Box 35430, Editor & Publisher.

ZONE 2 WEEKLY plus 4 free newspapers. $353,000 gross, $200,000 sale, 20% down, liberal terms—low interest over 10 years. 62M circulation. Box 35431, Editor & Publisher.

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FIRST TIME OFFERED—Colorado county seat daily grossing $600M. Includes real estate and Goss press. Prefer cash stock purchase. Offers in excess of 2 times gross considered. Must show financial ability in original inquiry. Box 35553, Editor & Publisher.

MICHIGAN WEEKLY in $300,000 gross class netted owner near $34,000 in 1979, says could be much better with new owner. Good hunting and fishing nearby, near Lake Michigan. Price $300,000. State cash and experience first letter; call only if you're in our files. Marion R. Krehbiel, Box 88, Norton KS 67654.

NORTHERN CALIFORNIA weekly near coast. Beautiful valley, no competition. Gross $60,000 to $70,000 and growing. Good job shop printing business. $95,000, all offers considered. PO Box 136, Boonville CA 95415.

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MISSISSIPPI SEMI-WEEKLY, plant and real estate. Town of 7500. Gross $600,000+. James White, Box 783, McMinnville TN 37110.

OHIO Northwest, 1400 circulation. Published since 1883. M. H. Nizny, 28 N Wilkinson St, Dayton OH 45402, (513) 228-7700.

SHOPPER for sale, 75 miles from Yellowstone. Gross $50,000 first 10 months. Good money maker for hard worker. $39,000, terms negotiable. Write Upper Valley Guide, 30 College Av, Rexburg ID 83440.

NEWSPAPERS WANTED

IF YOU ARE without competition in you home base, do not have a central printing plant, and have at least 4500 paid circulation, our widely-respected group of community newspapers would like to discuss purchasing your non-daily publication. Flexible arrangements to meet your needs, including your remaining with the newspapper. No paper too large for us to consider. Please send information to Box 31752, Editor & Publisher. All replies kept strictly confidential.

SELLERS, POTENTIAL SELLERS. Change in ownership forces general manager to seek new territory. 20 years experience. $100,000+ up-front to invest in ownership, partnership or will assume executive position. Experienced in weekly, daily, ABC free, voluntary pay, TMC. Strong sales, marketing, employee moral. Fantastic track record with references. Style: enthusiastic, real problem solver. Perfect health. Responsible. Apply to Box 35317, Editor & Publisher.

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PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press Engineering, Rt. 2, Box 2285, McAllen, Texas 78501. (512) 682-7011.

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GOOD RECONDITIONED Cheshire and Magnacraft labeling machines with single and multiwide label heads and quarter folders. Call Scott or Ed Helsley. (800) 527-1668.

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Business/Circulation software designed for IBM 34 available with/without installation assistance. Comprehensive circulation system maintains total homes in market area. Adaptable to subscriber only. Provides on-line real time update to starts, stops, service errors. Includes route error alarm system with real time service error dispatching. Includes PIA processing with automatic vacation adjustment. Produces all ABC, pressrun and delivery manifests. Bundle top wraps include start, stop, and service error messages. Carrier statements handle bonding and estimating. A full line of other business systems available. Contact Creative Data Systems, 9809 Wedd Dr, Overland Park KS 66212. (913) 381-1109.

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MULLER 231 COUNTER STACKER
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NEWSPRINT ROLLS—Basis 30 lb steady supply, prompt shipment from inventory, delivered price on request. Brookman Paper Corp., 300 E 54 St, New York NY 10022. (212) 688-3020.

30 LB NEWSPRINT ROLLS all sizes
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Add $3 per insertion for box service and count as an additional line in copy.

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Count approximately 39 characters and/or spaces per line
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The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is $70 per column inch camera ready. $75 pub set.

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Editor & Publisher
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Authorized _____

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Copy _____

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Please indicate exact classification in which ad is to appear

Mail to: EDITOR & PUBLISHER • 575 Lexington Ave. • New York, N.Y. 10022

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STANDARD 30 lb. newsprint made to your specifications. Shipments direct from major mills. Box 35468, Editor & Publisher.

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2 COMPUSCAN model 170's, serial numbers L4292 and L4294, 16K memory, soft drives, BRPE interfaces and punches, I/O boards, IBM 1130 interface and cables, PDP 11/70 interface and cables, scan header program, forms mode, prints and documentation. Machines in excellent condition and running. On-line now to a PDP 11/70. Will demonstrate. Call J.P. Quinn, The Home News Publishing Co., New Brunswick NJ, (201) 246-5500.

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COMPUGRAPHICS
7200—$2000. Compuwriters $2800. 2971TL—$1500. Keyboards—$1000. FHN Business Products, PO Box 442, Marlton NJ 08053. (609) 235-7614.

2 COMPUGRAPHIC UNIVERSALS with reverse leading, reverse video, 13 fonts and spare parts kit. Also 1 Advantage makeup terminal. Call Production Manager, (315) 782-1000, ext. 248.

COMPUGRAPHIC
2-2961 tape readers for Intermec keyboards. 4-Intermec keyboards. Good stock of Compugraphic 2961 spare parts. Lots of carbon ribbon and paper tape. G. Glasmann, Wood River Journal, Hailey ID, (208) 788-3444.

UNISETTER—Low range, format option, spare parts kit. One of two unisetters now on line. Purchased new July 1, 1978. Good preventative maintenance by Compugraphic. $12,000. Collegian Production Manager, Patti Hartranft (814) 865-2533, State College PA.

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COMPUGRAPHIC EDITWRITER 7500, $13,500. Compuwriter 4A, $6500. Compuwriter 2, $4200. Compuwriter 7200, $2100. (602) 267-9481.

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4 YEAR OLD NAPP plate system; 2 burners; 2 wash; 3 dryers. 1000 Napp plates (.040). Hoe Monarch mat roller. Sta-Hi rotary shaver. 3 Sta-Hi vacuum dryers. Price negotiable—equipment must go. Contact Clyde Myers, The Herald-Mail Co., 100 Summit Av Hagerstown MD 21740; (301) 733-5131.

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4 UNIT URBANITE, loaded, 2 years old, modified ½, ¼ folder available immediately. Call (617) 475-3210.

22¾" CUTOFF GOSS HEADLINER, 4 Units
2 half decks, 2 to 1 folder, available now.
21½" cutoff Hoe Colormatic, 3 units, 2 half decks, avaialable now.
4 Wood Autopasters.
2 new Goss web width cut down kit.
22¾" cutoff Hoe color convertible 4 units, available now.
3 Wood single width reel tension pasters available now.
Now in our warehouse cleaned and painted or rebuilt.
4 unit Harris V22.
3-1 unit Harris V22, and folders.
4 unit Harris V15A.
4 unit Merganthaler.
1 Gregg imprinter.
8 unit V15A.
5 unit V15A.
6 unit Community SC folder, oil bath.
1 unit Community and folder, oil bath.
4 unit Community and folder, oil bath.
4 unit Suburban.
Suburban add-on units.
Urbanite, various.
BRAMBLE PROFESSIONAL PRESS INC.
Route 2, Box 2285, McAllen, TX 78501
(512) 682-7011.

EQUIPMENT & SUPPLIES

PRESSES

CAPCO portable ink fountains. Wood portable ink fountains. Goss portable ink fountains. Hoe ink boxes. Hoe color convertible press 22¾. 4 units with 2:1 double delivery folder. We have in storage spare parts for Hoe color convertible presses. Two Cline reels, and pasters in self-contained framing. Running belts, side lay, etc. Suitable for publication or newspaper press. Paper roll dollys and track. 1 single width Goss balloon.
NORTHEAST STORAGE & INDUSTRIES
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HARRIS V15-A, 3 units and folder.
Goss Urbanite quarter folder.
A Stepper 730 inserter/3 bin.
Contact: Ken Langley
Continental Printing Machinery, Inc.
7881 Mastin Dr.
Overland Park KS 66204
(913) 432-8276.

HARRIS V-15A, 6 units, 1976-77, 2:1 folder.
Cottrell, V-22, 4 units, JF-4 folder with double parallel.
Cottrell V-25 folders, JF-1.
Cottrell Vanguard V-15, 2 units.
Cottrell V-25, ¼ and ½ folder.
Fairchild Color King 5 Units, 1968.
Goss Community add-on units, 1969-76.
Goss Suburban 1500 series folder.
Goss SU folder, double parallel.
Goss Suburban, 8 units.
Goss Suburban add-on units.
Goss Urbanite, 5 units, 1975, 2 folders, flying pasters.
Goss SC folders.
Goss folders: Urbanite, Suburban, SU, Community.
Boss Urbanite folder, 1970.
Goss Urbanite ¼ folders.
Goss 4, 6, 8-position roll stand.
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Fincor motor and control 40 and 75 HP.
WANTED: Newspaper equipment and complete plants.

IPEC, INC.
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Wheeling IL 60090
(312) 459-9700 Telex 20-6766

CONTINENTAL PRINTING MACHINERY
We sell presses as is, or reconditioned. Move your press, install and train on all makes and models web offset and letterpress. 25 years experience. CONTACT: Ken Langley
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Overland Park KS 66204
(913) 432-8276

COTTRELL V-25, add-on unit.
Cottrell V-15A, 2 units, folder (reconditioned).
News King, 2 units, folder (reconditioned).
Hantscho Jr., 2 units, folder.
Hantscho Mark II, 4 units, dryer, folder—1977.
Miehle sheeter 22¾" cut off.
Butler splicer model 4042A.
Baldwin model 104A Count-o-veyor.
Cottrell single V-15A roll stand.
Cottrell 4 position stacked roll stand.
Cross perf for Cottrell folder.
INTER-WEB SYSTEMS
1836 Woodward St
Orlando FL 32803
(305) 896-4330 Telex 56-7471

AVAILABLE from an ATF web press: ATF sheeter, ATF combo folder, 3 reel cline, flying paster. Call New England Printing Machinery (617) 475-3210.

QUARTERFOLD STITCHER—Harris/Macey Signa binder consisting of 1 Macey Signa Stitch II (includes 2 heads) and 1 Macey single pocket feeder. Plus spare parts. Used once each week May '78 to May '80. Asking $15,000. Call or write Bob Saehloff, The Daily Freeman, 79 Hurley Av, Kingston NY 12401, (914) 331-5000.

3 GOSS FULLY AUTOMATIC PASTERS for any 2-page-wide press, roll diameter up to 42". Can be set up at end of press or used as substructure. Good condition, can be examined before dismantling. Available now at bargain price as is, or we can supply installed.
Occidental Equipment, Inc.
1529 NW 89th Ct
Miami FL 33172
(305) 591-8846

GOSS COMMUNITY, 4 units, 1975 with Suburban folder, immaculate condition, available immediately. Call Southern Printing Machinery (305) 592-8409 or New England Printing Machinery (617) 475-3210.

EQUIPMENT & SUPPLIES

PRESSES

1 HOE SINGLE DELIVERY 3:2 folder. Equipped with upper and lower double formers and motor drive. Manufactured 1960, 23⁹⁄₁₆" cutoff, located our plant, available now.
1 Sheridan 48 page stuffer, manufactured 1956. Excellent running condition.
4 Goss Cosmo double width roll stands. Manufactured 1974. Will handle 45" diameter rolls 62" wide. Equipped with 5 tensions and infeed arrangements. Located our plant, available now.
Cutler Hammer Conveyor Equipment:
4 Corner units
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9 Section drives
96 Wooden rollers
13 Iron rollers
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16 Pipe hands
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1 Idab shrink wrapper, manufactured 1972.
1 New 5 HP—DC Cutler Hammer drive motor.
1 3 HP—DC Drive Motor—1976—for Cutler Hammer conveyor.
2 Cutler Hammer 60 Cycle, 50 HP motors.
For more information
Call, Write or Wire:
INLAND NEWSPAPER MACHINERY CORP
105th & Santa Fe Dr—PO Box 5487
Lenexa, KS 66215
(913) 492-9050 Telex 42362

HARRIS 845, 3 units, 2:1 folder, new 1973. IPEC Inc, 97 Marquardt Dr, Wheeling IL 60090. (312) 459-9700.

GOSS SC, 5 unit press, 1968.
Goss SC folder, cross perforator.
Goss Urbanite, 4 unit press, 1963.
Goss Urbanite, add-on units, 1968-72.
Harris V15A, 5 unit press, 1973.
Harris V15A, 6 unit press, 1976-77.
Harris V25, 4 unit press, 1971.
Harris folders: JF1, JF4, JF7, JF25.
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News King, 4 unit press, 1964.
OFFSET NEWSPAPER EQUIPMENT
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Atlanta, Georgia 30329
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CHESHIRE and Phillipsburg any condition. Call collect Herb (201) 289-7900 A.M.S., 1290 Central Ave., Hillside, NJ 07205.

GOSS MARK I or II press units with 21½" cut off.
Box 34445, Editor & Publisher

STA-HI 251 COUNTER STACKER.
Box 34254,
Editor & Publisher.

SHERIDAN 72P INSERTER
for daily newspaper operation.
Box 34255, Editor & Publisher.

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1983, Editor & Publisher.

NEED 1500 SERIES GOSS SUBURBAN
4 to 6 units.
BOX 200, EDITOR & PUBLISHER

HIGHEST PRICES PAID for scrap lithographic film and silver chip. All types and models of Silver Recovery Equipment. Call Boston Recovery Co, Walpole MA (617) 668-5486.

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22¾ CUTOFF GOSS MARK I headliner-letter press 14 units—2 double delivery folder, elevation from reel room to press room 11' lockup-under side. The above equipment must be in operation. Box 35011, Editor & Publisher.

IBM COMPOSER, IBM ESC, IBM fonts, IBM; Heidelbergs. N. Gregory, 343 Clive Ave., Oceanside, NY 11572. (516) 764-2250.

EQUIPMENT & SUPPLIES

WANTED TO BUY

22¾ CUTOFF HOE colormatic letterpress—9 units—2:1 double delivery folder, elevation from reel room to press room 10'6' plate lockup under side. The above equipment must be in operation. Box 35012, Editor & Publisher.

WILL PAY TOP CASH PRICES for paper cutters, Phillipsburg and Pitney-Bowes inserting machines; Cheshire automatic labelers, die cutters, sheeters, Bunn string tyers, envelope converting equipment, vacuum forming, shrink pack, skin packaging and blister forming also printing press, etc., plus Virkotype and gold stamping equipment. We will assume all pick up and transportation charges and pay in cash or certified check in advance. Phone toll free (800) 521-5586 or in Michigan (313) 865-7777.
M. SELLARS & ASSOCIATES
PO Box 1352
Dearborn MI 48121

NEWSPRINT 34" to 36", 40" diameter, up to 50 tons a month. Immediately. Call (305) 667-7481, ask for Mary, leave name and number.

2 DUAL IMAGE INTERMEC typesetters wanted in good working condition. Box 35419, Editor & Publisher.

WEB OFFSET PRINTING PLANT—Experienced Midwest web offset printer desirous of expanding and purchasing web offset printing plant in Sunbelt. Have talent and capital necessary. Please call or write: Jim Brown, Inco Graphics, 222 W Ash St, Mason MI 48854.

CUTLER-HAMMER MARK IV counter stacker; Contact Arthur Ballow, Daily Press Inc., Box 746, Newport News VA 23607, phone (804) 247-0187.

Help Wanted...

ACADEMIC

THE AMERICAN UNIVERSITY IN CAIRO announces two openings to teach, in English, undergraduate and graduate courses in newswriting, editing or reporting, public relations, advertising, introduction to mass communication, mass media in society. Ability to teach theory or research methods a plus. Candidates should specify areas of greatest teaching and research interest. Course load 9 hours per semester. Doctorate, teaching experience, and ability to adapt courses to needs and perspectives of students in a developing country required. Rank, salary depend on qualifications. Write, with resume, to: Dean of the Faculties, The American University in Cairo, 866 United Nations Plaza, New York NY 10017.

SUFFOLK UNIVERSITY seeks an associate professor of journalism for September 1980. Good news media experience; some stress in film; broadcasting or public relations. PhD in journalism or mass communications required. Contact Malcolm J. Barach, Chairperson, Journalism Department, Suffolk University, Beacon Hill, Boston MA 02114. An equal opportunity employer.

ASSISTANT PROFESSOR of journalism to teach writing, editing, layout and serve as adviser to student newspaper starting September 23, 1980. Professional experience and MA required. Salary competitive. Tenure possible. Send resume with addresses of 4 references by August 11 to Professor Mickey Logue, Journal Dept, 8090 Haley Center, Auburn University AL 36849. Auburn University is an equal opportunity, affirmative action employer.

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POCONO SHOPPER—The fastest growing shopper in the Northeast wants a good man or woman to come aboard and help us continue our expansion.

Shopper sales and/or management experience necessary. Will consider partnership for qualified person. No calls please. Send full details, first letter to PO Box 345, Stroudsburg PA 18360.

HELP WANTED

ADMINISTRATIVE

ASSISTANT CONTROLLER—Join Houston Community Newspapers. Houston's fastest growing weekly newspaper company. Publishers of 7 newspapers and 17 different Pennysavers with circulation in excess of 300,000. Candidate should be degreed with 2-3 years experience. Salary to $23,000. Send resume to David Osypczuk, Director of Finance-Controller, Houston Community Newspapers, Inc. PO Box 280, Channelview TX 77530.

PUBLISHER
Sales oriented. Zone 7 weekly. Must have advertising and promotional credentials. Largest weekly in our state. Ownership potential. Send resume to Box 35308, Editor & Publisher.

COMPTROLLER
For top financial position of family owned newspaper group with home office in Dixon, Illinois. Thorough knowledge of internal auditing, corporate tax and accounting procedures required. Good communication and training skills necessary to work with 12 separate location managers in Illinois and Iowa. Affords excellent salary plus top benefits. Send resume in confidence, Attention: E. K. Shaw, President, B. F. Shaw Printing Co, Box 967, Newton IA 50208.

LABOR RELATIONS MANAGER
Philadelphia Newspapers Inc, a major publisher within the Knight-Ridder Newspaper Group is seeking a seasoned labor relations executive. Qualified candidates should have strong practical experience in contract negotiations, Grievance handling, preparation of arbitration cases and labor training. You should additionally possess maturity, excellent judgmental skills and superior interpersonal skills. Exposure in a previously demanding situation with 5 to 8 years overall background is required. A legal background will be desired but not required. For further consideration, please send your resume and salary history in strict confidence to the attention of Wayne McGaughey, Employment Manager, Philadelphia Newspapers, 400 N Broad St, Philadelphia PA 19101.

WANTED—Publisher for established daily independent college newspaper. Experience with commercial or college publications a must. Salary commensurate with experience. Send resume, availability and salary requirements to Purdue Student Publishing Foundation, c/o Tom Eggelston, PO Box 1535, Lafayette IN 47902.

A REQUEST TO ALL ADVERTISERS:

To help us expedite your questions, claims and payments regarding classified invoices, please indicate the invoice number (to be found in the upper right hand corner of your bill) on all correspondence and checks. This will assure proper credit to your account.

THANK YOU! E&P CLASSIFIED DEPARTMENT

HELP WANTED

ADMINISTRATIVE

CONTROLLER—Closely held weekly newspaper group, 92,000 circulation in Bergen County, New Jersey seeks manager of office staff with primary responsibilities for account procedures. Knowledge of budgeting, personnel management, tax procedures, internal controls preferred. Ability to train essential. Accounts receivable management. Box 35605, Editor & Publisher.

SEARCH REOPENED
Assistant to the Advisor for the Daily Collegian, circulation 20,000 serving the main campus of Pennsylvania State University. Full time career position for a working journalist with management and teaching abilities.

Preferred: At least 3 years of experience including reporting and editing. Degree desired. Photo darkroom experience a major plus. Job includes setting up and conducting a training program to support news staff of 160 students, advising, preparing critiques and related duties. Involves night work.

Starting salary $14,000 a year. Company paid medical and hospitalization. Pension. Other benefits.

Apply to Mr. Gerry Lynn Hamilton, Executive Secretary, Collegian Inc., 126 Carnegie Bldg, University Park PA 16802. An equal opportunity employer.

PUBLISHER—Small daily, compensation $20,000-$30,000. Successful experience in advertising or circulation or business side a must. Willingness to handle partial ad account load. Some ownership possibilities. Send salary history and resume to Box 35571, Editor & Publisher.

HUSBAND/WIFE TEAM—Ad sales/general manager, for small weekly in Colorado Rockies near Denver. Box 35547, Editor & Publisher.

AD MANAGER—We have a general management opportunity for you at a small northern Ohio weekly. If you have an aggressive sales background send resume to Box 35350, Editor & Publisher.

ADVERTISING

LAKE TAHOE bi-weekly needs experienced display and salesperson. Salary plus commission. Call John Evans collect, (916) 544-8904.

AD DIRECTOR—Zone 2, 30,000 circulation newspaper with TMC products. Write Box 35454, Editor & Publisher, education, experience and availability.

CLASSIFIED AD MANAGER
Midwest 65,000 daily, 85,000 Sunday, 24,000 TMC. Must be energetic, self starter, promotion minded and with good classified skills. Work with phone room and combined sales force. Experienced classified advertising managers or solid number two's ready to move up. Good salary plus benefits.

Please send letter and resume plus salary history to:

Steven C. Lake
Advertising Director
The Repository
500 Market Av, S
Canton OH 44702

HELP WANTED

ADVERTISING

ADVERTISING DIRECTOR
We're looking for a take-charge kind of person who'll start with the title of advertising director but will want to get involved with all facets of the newspaper and the community.

Basic responsibilities include developing a great sales team and building the strongest possible advertising sales base.

If you're a leader and looking for an opportunity to grow, please write . . . tell us about yourself.
Write:
Mr. Don Newton, General Manager
THE TIMES
PO Box 838
Gainesville GA 30503

ADVERTISING EXECUTIVE
The La Crosse (WI) Tribune has an opening for an advertising director. The position requires a person who can set personal and departmental goals and achieve them, who can communicate effectively, and who can motivate supervisors and staffers. This is the top job in a 27-person department and requires a minimum of 3 years of managerial experience. The Tribune is a 35,000 circulation 7-day-a-week paper in a growing retail and service market. Interested applicants may write Donna Taylor, Personnel Manager, La Crosse Tribune, 401 N Third St, La Crosse WI 54601. A cover letter and detailed resume should be included. An equal opportunity employer.

ADVERTISING DIRECTOR
Advancement of our present advertising director is creating an unusual opening. Staff of 20. Offset. 27,000 daily and Sunday. Heart of the Great Lakes vacationland.
Successful applicant will be an energetic and creatively aggressive manager with a proven track record of successes.
Send complete resume including pertinent income data to R. E. Pifer, Publisher, Sandusky Register, 314 W Market St, Sandusky OH 44870.

WANT A CHALLENGE? To direct ad destiny of fine dailies and weeklies in prosperous growth areas. Modern equipment. Must have 12 years ad experience, 6 as newspaper ad manager with strong newspapers. Salary to match record and challenge. Box 35493, Editor & Publisher.

ADVERTISING DIRECTOR for northwestern Minnesota 7000 daily and 15,000 shopper. Motivate and train a 10-person ad staff and handle a few selective accounts. Must have prior management experience in comparable size property. Salary $25,000 plus. Send resume to Box 35545, Editor & Publisher.

ADVERTISING PRO to assume sales management for small suburban group in Virginia. Write Hanes Byerly, 1000 Amory Dr, Franklin VA 23851.

CLASSIFIED ADVERTISING MANAGER for 17,000 daily. 2-3 years classified display sales experience necessary for your next move up. Send resume and salary history to Vincent Mele, Daily Advance, PO Box 30, Dover NJ 07801.

AD DIRECTOR

If you think you've been challenged . . . wait 'till you get to York. We're morning, selling against an entrenched afternoon competitor in one of the toughest duels anywhere.

Our market share is increasing, but we're after more. We need your proven leadership to manage and motivate a good sales staff.

We're an aggressive, results-oriented company offering out-standing benefits, including dental and eye care. Salary starts at $28,000 with heavy incentive for improved market position. You'll never work harder to earn it.

For prompt, confidential consideration, send your resume 3 examples of your most successful sales promotions and a letter selling yourself to: David Martens, Publisher.

York Daily Record
1750 INDUSTRIAL HWY. YORK, PA. 17402

HELP WANTED

ADVERTISING

LEADING ESTABLISHED alternative San Francisco newsweekly needs aggressive sales person who can close in a highly competitive market. Growth potential. Minimum 1 year experience. Resume to: Ad Director, Bay Guardian, 2700 19th St, San Francisco CA 94110.

ADVERTISING SALES
Pacific Northwest daily seeks experienced, aggressive salesperson. Annual salary range up to $18,735, additional earnings potential on monthly incentive plan, excellent fringe benefits. A challenging work environment and a delightful place to live. Send complete resume to Personnel Manager, Walla Walla Union-Bulletin, PO Box 1358, Walla Walla WA 99362. An equal opportunity employer.

OUTSTANDING OPPORTUNITY for pragmatic promotional, working ad manager for 25,000-paid major Midwest suburban weekly group. Leads to publisher's post. Requires strong staff motivation, recruitment and training skills. Well-respected newspapers ready to double in strong, competitive, growing market. Compensation is tied to performance with no upper-limits. Great facilities back you. Reply in confidence, giving current compensation. Box 35596, Editor & Publisher.

AD MANAGER and sales reps for small daily-weekly group in high growth market. Must be a reliable, mature self-starter strong on promotions. Strong incentives and good fringes. Must train staff. Send resume to Jim Adkins, PO Box AA, Castle Rock CO 80104, or phone (303) 688-3128. No relocation expense.

ART/GRAPHICS

ARTIST/ILLUSTRATOR
70,000 daily, graphics oriented, looking for artist-illustrator. Must be able to do serious illustration as well as cartoons, mechanicals, maps . . . Need good knowledge of color, color techniques. Zone 4. Box 35397, Editor & Publisher.

ART DIRECTOR
Graphically-conscious offset daily needs experienced newspaper artist to manage advertising, editorial and promotion artists. Additional responsibilities would include newspaper promotion assignments and development of print agency accounts. Commercial art experience and portfolio required. Degree and supervisory experience preferred. Send letter, resume and work samples to Tom Kamerer, Telegraph-Herald, PO Box 688, Dubuque IA 52001. (319) 588-5710. All work samples will be returned by request. An equal opportunity employer.

GRAPHICS AND LAYOUT DIRECTOR
We are looking for an imaginative person to direct graphics and design for Sunday tabloid news magazine. Must have background in use of type, art, photography; develop interesting page layout; willing to work "hands-on" and supervise production of issues. Journalism degree in writing, experience preferred. Good company and a chance to stretch creativity. Send resume: Rob Kemper, Scatland Communications, Box 10000, Marian OH 43302.

CIRCULATION

CIRCULATION MANAGER for group of semi-weekly controlled newspapers, Zone 9. Must be experienced in all phases of circulation. Send resume with salary requirements to Box 35162, Editor & Publisher.

ASSISTANT CIRCULATION MANAGER wanted for a growth market, eastern Zone 5, 20,000 daily and Sunday. Excellent opportunity for advancement, individual must have at least 2 years of experience, strong on promotion, aggressive, well organized and can get things done. $16,000 to start plus fringe benefits. Please send complete resume to Box 35441, Editor & Publisher.

CIRCULATION MANAGER for small daily. Knowledge of all phases of circulation including ABC a must. Excellent salary, bonus and fringes. Send resume by August 1 to Scott Fink, Publisher, Westfield Evening News, 62 School St, Westfield MA 01085.

CIRCULATION MANAGER for expanding group of weeklies and shopper in Brooklyn, New York. Emphasis on home delivery. Send resume, salary expectation to Box 35620, Editor & Publisher.

HELP WANTED

CIRCULATION

TRAVELING SALESPERSON for national organization selling supplies and prizes to circulation departments. Interesting, Challenging, Rewarding. Send resume to Box 35597, Editor & Publisher.

CIRCULATION MANAGER for small daily-weekly group. Must be an experienced, reliable, mature self-starter to fill this new created position. Must personally set routes and sell mailed subscription. Strong promoter needed. Could also assist in classified phone promotion. Exceptional growth opportunity. $10M plus strong incentives. Send resume to Jim Adkins, PO Box AA, Castle Rock CO 80104 or call (303) 688-3128.

CIRCULATION MANAGER—Southern California 5 day daily. Successful applicant will have a proven track record in circulation development and a talent to motivate and work with people. Resume and salary history to Box 35529, Editor & Publisher.

WANTED—Circulation manager for an 11,500 daily in a university town in west central Illinois. This is a progressive paper, new front-end system, in a great family community with growin potential. If you are a recruiter, promoter and "on the street" circulator this is the group affiliated opportunity you have been seeking. Send resume, references and current salary to Box 35526, Editor & Publisher.

NORTHEASTERN DAILY is seeking a well-rounded circulation manager for member of circulation executive staff. Prerequisites include: field experience in hardcore low income areas, strong in accounts receivable control, a minimum of 2 years inside management and, utmost, strong in people ability. Salary is commensurate to qualification. Send resume to Box 35522, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER for our daily and Sunday newspaper to replace retiring classified advertising manager. Must be experienced, aggressive, have computer background, experience with modern phone system, and capable of leading a staff of 16. Excellent salary plus numerous benefits. Contact Frank Brennan, Advertising Director, Union Leader Corporation, 35 Amherst St, Manchester NH 03105, or phone (603) 668-4321.

COMPUTER TECHNOLOGY

PROGRAMMER/ANALYST—Our Company has introduced unique, on line TMC, circulation management and pressroom interface systems exclusively for newspapers. Ideal candidate has ANS74, COBOL and IBM experience. Please forward resume to ECS IV, 2006 Inverway Ct, Kalamazoo MI 49009.

EDITORIAL

EDITORIAL WRITER

Experienced editorial writer-editor is sought by 80,000 combo in prime Zone 6 market. Must be productive, write well-documented, provocative editorials with conservative view, edit and layout pages, handle letters. VDT experience helpful. Send resume, samples, salary needs to Box 35396, Editor & Publisher.

TO COVER AN INTERNATIONAL TRADE CENTER unlike any other in the US, The Miami News is expanding its money pages. Growth includes a new Saturday section. Emphasis will be innovative coverage of business and consumer news. Business reporting or editing background helpful but not essential. Write, Dick Westlund, The Miami News, PO Box 615, Miami Florida 33152. Immediate openings for reporter, copy editor.

ZONE 5 NEWSPAPER, 6 day with 14,000 circulation has opening for features/community editor. Must be able to cultivate good relations with city of 20,000 and its immediate areas. Good news judgment, layout and writing skills important. Send resume, clips and references to Box 35042, Editor & Publisher.

EDITOR

Immediate opening for editor of 13,000 daily in Indiana. We are looking for an experienced professional to direct an enthusiastic staff in the on going development of the Daily Journal in a challenging suburban area. Please reply with resume including salary history to, Home News Enterprises, The Daily Journal, attention, Scott Alexander. 2575 N Morton, Franklin Indiana 46131.

HELP WANTED

EDITORIAL

NIGHT EDITOR to run Metro PM daily news room. Major responsibility for first street sale addition. Requires graphic skills, deft news handling, ability to fire up experienced professional staff. Rotten hours, good pay. Write, Mike Lewis, Miami News, PO Box 615, Miami Florida 33152.

AWARD-WINNING lifestyle section in the Mid-South is looking for a feature writer with a minimum of 2 years experience. Competitive salary. Send clips and resume to Box 35327, Editor & Publisher.

SPORTS REPORTER, sharp performer able to use 35mm camera, for award winning semi-weekly in town of 8000. Must produce 2 good pages weekly, one Monday, one Wednesday. Recent J-school graduate acceptable. Serves 5 high school and large recreational sports area. Box 35336, Editor & Publisher.

LIVING EDITOR—She will be hard to replace. Our living editor has made what used to be the society page of vital interest to readers of all ages and both sexes. If you like writing about people and life in a small city, know how to work hard, and can creatively build on what our award-winning 4300 daily has now, send resume, samples, references and salary needs to Bill Meyer, Editor, Bellevue Gazette, 107 N Sandusky St, Bellevue OH 44811.

WANDERLUST creating positions on lively 6 day PM in fascinating Indian country, New Mexico-Arizona border. Challenging assignments demands strong writing skills, in-depth coverage of widely varying stories. Also opening in sports. Dan Cobb, Managing Editor, The Independent, PO Box 1210, Gallup NM 87301.

EDITOR, twice-weekly community newspaper in fast-growing Zone 4 area needs a creative, versatile editor to manage small staff of reporters and editors. Must be willing to become involved in community. VDT, budgeting, public speaking, administrative skills necessary. 96,000 circulation, broadsheet, editorial page. 3-5 years experience essential. Salary plus MBO. Write Box 35331, Editor & Publisher.

40,000 CIRCULATION DAILY in central Louisiana has opening for general assignment reporter and for a photographer, experience preferred. We are a good newspaper planning to become better. Monday-Friday PM, Saturday-Sunday AM. Good plant, personnel, good weather. Apply by mail to Personnel Department, Alexandria Daily Town Talk, PO Box 7558, Alexandria LA 71306.

PUBLICATIONS COORDINATOR

Middle Tennessee State University's department of mass communications seeks a publications coordinator to supervise a twice-weekly student newspaper and advise yearbook and literary/artistic magazine. An MA degree in journalism or mass communications along with previous experience supervising student publications at the college level and budgetary experience are required. This 9-month position will be available after July 31, 1980: MTSU is located 35 miles from Nashville and has state-of-the-art facilities in its student publications housed in modern quarters. Send a letter of application, resume, three letters of recommendation, and any other pertinent data to Dr. Edward M. Kimbrell, Chairman, Dept. of Mass Communications, MTSU, Murfreesboro TN 37132. Telephone: (615) 898-2813 no later than August 2, 1980. Females and minorities are encouraged to identify themselves for Affirmative Action statistical reports.

MTSU is an Equal Opportunity
Affirmative Action Employer.

IF YOU'RE A PROVEN experienced writer and reporter who is a self-starter and realizes there's more to sports than the score, we're interested in you.
You'll work on a wide range of spot assignments and short term projects at one of the Southeast's biggest and best newspapers.
Interested? Send a half dozen of your best clips and 3 professional references to Box 35492, Editor & Publisher.

SUNDAY EDITOR-REPORTER

Need design oriented editor-writer who can use photos for Sunday editor of 25,000 award-winning northern Ohio daily. At least 2 years experience required. Send writing, layout examples, salary requirements to James R Brown, Managing Editor, Sandusky Register, 314 W Market St, Sandusky OH 44870.

HELP WANTED

EDITORIAL

NEWS EDITOR

Within the next few months, we will be in need of a news editor. This person must be on top of, and feel the need for, hard news on state, national and international levels. But she or he must also be aware of the value of solid features, dynamic photos and first-class graphics.

The Lewiston Morning Tribune is a 7-day, 27M widely circulated NEWSpaper that possesses dedicated journalists, a news-oriented publisher and a reputation that speaks for itself. Our news editor has responsibilities for the copy desk as well as for the looks, readability and production of the paper. We are looking for someone with management abilities, graphic imagination, a passion for copy and headline quality and practical production sense.

The shoes you will be fitting are large. In return we offer a high degree of freedom and a salary in the $20,000 range (depending on experience). If you are interested—and qualified—send a letter stating particulars about yourself, your journalistic philosophy and references to: Executive Editor, James E. Shelledy, Lewiston Morning Tribune, Box 957, Lewiston ID 83501.

COURTHOUSE-POLICE BEAT. Not just an agate job. Zone 6. At least year of experience. Job is on 2-cycle daily newspaper with combined circulation 30,000. Box 35634, Editor & Publisher.

SCIENCE WRITER
Office Of
Public Information
Northeastern University

Individual needed to write news and feature stories and prepare other information on science-related matters for dissemination to the public through a variety of internal and external media including the mass media and technical and science-related media. Cover assigned beats, reporting news and activities in those areas and generating story ideas. Maintain, develop and cultivate media relations on the local, metropolitan and national level. Serve as a contributing writer for various publications produced by the office of public information.

Qualifications: Must have broad background and training in the physical, life and social sciences including a Bachelor of Science degree in a general science, or in journalism with science minor and 2-3 years' science writing experience for a professional publication tailored for scientific audiences or for a university public information office or public relations agency. Concise writing, emphasizing the ability to accurately communicate complex and technical subjects and theory in manner that is both understandable to the layperson and acceptable to the scientific authority are also necessary.

Salary range: Negotiable, based on experience and qualifications.

Please send resume, salary history and writing samples to: Christopher S. Mosher, Director of Public Information, Northeastern University, 360 Huntington Av, Boston MA 02115. An equal opportunity/affirmative action Title IX University.

HELP WANTED

EDITORIAL

IMMEDIATE OPENING for editor of 13,000 daily in Indiana. We are looking for an experienced professional to direct an enthusiastic staff in the ongoing development of the Daily Journal in a challenging suburban area. Please reply with resume including salary history and to Home News Enterprises, The Daily Journal, Attention: Scott Alexander, 2575 N Morton, Franklin IN 46131.

LIVING DEPARTMENT EDITOR—Strong on feature ideas, eye-catching layouts. Must have ability to lead, motivate prize-winning staff of 4. 65,000 daily, Sunday. Box 35421, Editor & Publisher.

FLORIDA PUBLISHING COMPANY seeks editor for its monthly city magazine and its community news-weekly. Company anticipates substantial growth, applicant should be aggressive as well as having some experience. Not a 9-5 job. Reply in confidence with resume to Box 35439, Editor & Publisher.

REPORTER for twice weekly central Massachusetts newspaper. Candidate should have a solid background in general, political and feature reporting for this general assignment position. Layout skills required. Send resume and salary requirements to Editor, Blackstone Valley Tribune/Advertiser, 60 Church St, Whitinsville MA 01588. A member of Worcester County newspapers.

SPORTSWRITER—Hard charging sportswriter needed. Will cover major college and prep sports. 2 years experience required. VDT experience helpful. Good salary and benefits. Minority and women applicants encouraged. Mail resumes and writing samples to: Bill Enfield, The Oklahoma Journal, PO Box 10839, Oklahoma City OK 73140.

NUTS AND BOLTS MANAGING EDITOR—That is what we are looking for. We have enough feature but need basic hard news direction. We are a Zone 5 small daily. Minimum 10 years news experience required. Send resume and salary requirements to Box 35424, Editor & Publisher.

SPORTS EDITOR for award-winning northern Mississippi semiweekly which plans to go daily. Writing, page layout, photography, plus some news reporting. Town of 8500, 34 miles from University of Mississippi, 75 miles from Memphis, Tennessee. Chance for advancement with Landmark Communications. Contact Managing Editor Mike Anders, New Albany Gazette, PO Box 300, New Albany MS 38652. (601) 534-6321.

WRITER-EDITOR—Staff writer for leading publisher in health and witness. Great growth opportunity for talented, ambitious person. Relocate to pleasant area in Pennsylvania, 2 hours from New York City. Send best sample, resume, salary needs to Mark Bricklin, VP, Rodell Press, 33 E Minor St, Emmaus PA 18049.

FEATURE EDITOR AND LIFESTYLE section writer for Zone 8 in ideal climate. Experience preferred but recent grads will be considered. Position open now, includes some general news, photography helpful. Send resume, references, some samples to Box 35644, Editor & Publisher.

SPORTS WRITER to cover northern Wyoming prep events plus college and national scene for 5-day morning daily. Some general assignment work also. Recent grad considered, experience preferred. Contact Bill Frederick, Northern Wyoming Daily News, PO Box 508, Worland WY 82401 (307) 347-3241.

COPY EDITOR for large metro daily in Zone 6. Experienced in newspaper copy desk work, headline writing and VDT. An equal opportunity employer M/F. Submit resume to Box 35636, Editor & Publisher.

REPORTER with strong technical background to work on two video publications. White Plains, New York location. Write D. Quirk, Knowledge Industry, 2 Corporate Park Dr, White Plains NY 10604.

EDITOR—Newspaper seeking aggressive, imaginative editor to run 6000 circulation weekly in Winchester, Massachusetts. Must have reporting and editing as well as creative photograph and layout skills. Also ability to lead and motivate small staff. Hard work with a lot of freedom. Call or write John Wilpers, Assistant Publisher, Winchester Star, 3 Church St, Winchester MA 01890, (617) 729-8100.

HELP WANTED

EDITORIAL

REPORTER

We are a daily newspaper in the Pacific Northwest with a reputation for writing and reporting excellence. We are looking for a talented and experienced reporter to join our award-winning staff. The job is general assignment and you will have the opportunity for depth reporting. Applicants will have superior writing and reporting skills and must be able to present the news in a relevant way to today's readers. Salary to $352 per week. Excellent benefits. If you are turned on by good writing, if you have learned that without good reporting there is no good writing, then send your resume and samples of your work to K. Gause, Personnel Manager, Yakima Herald-Republic, PO Box 9668, Yakima WA 98909. We are an equal opportunity employer.

LIFESTYLES EDITOR needed by the Independent Record in Helena, Montana. This section is people and community oriented and is published every Sunday. Applicants should have 2-3 years of newsroom experience including layout work. Salary to $338 per week depending on experience. Position will be open October 6th. Send resumes and samples of work to Mike Voeller, Editor, The Independent Record, PO Box 4249, Helena MT 59601.

GENERAL ASSIGNMENT REPORTER sought for 6-day PM in northern Illinois. Join an award-winning staff dedicated to local news coverage. Experience on daily a must. Send resumes, samples to Lenny Ingrassia, Managing Editor, Dixon Evening Telegraph, 113-15 Peoria Av, Dixon IL 61021.

VERSTAILE JOURNALIST

The Galesburg Register-Mail, an award-winning independent 22,000 PM 6-day newspaper in western Illinois, seeks an entry level journalist for the local and national news desks. This person will have reporting, rewriting, editing and layout responsibilities. College degree and VDT experience preferred. Work samples and references required. Contact John S. Smetana, Managing Editor, Register-Mail, 140 S Prairie St, Galesburg IL 61401, (309) 343-7181.

CITY EDITOR WANTED—A newsperson who will accept nothing short of superior performance from a talented but young staff that is working for a leader. Excellent opportunity for advancement. Zone 5, 125,000 circulation, daily paper. Lucrative salary plus comprehensive package of fringe benefits. Box 35560, Editor & Publisher.

ASSISTANT MANAGING EDITOR

Are you ready to assume second in command of our growing daily in highly competitive metro fringe area? Dedicated to local news. Must have proven experience, be able to direct staff. Liberal benefits. Enjoy the country living plus metropolitan availability. Send resume and salary history, Zone 2, to Box 35593, Editor & Publisher.

NEWS SERVICE bureau in Zone 9 wants accurate, responsible, take-charge person to train as desk supervisor. 4-5 years experience. Growth potential. Send complete details to Box 35565, Editor & Publisher.

WHERE YOU'RE COMING FROM is less important than where you're going. And you could go a long, long way with the tabloid that has made newspaper history, the fabulous Philadelphia Journal, America's fastest growing daily. The Journal is looking for a lifestyle writer and a general assignment reporter to help us make it in the toughest market in the nation. The people we hire will have to be tough too. The lifestyle writer will have a page a day to fill with the bright self-help kind of features that stop readers in their tracks. One day it will be light and frothy like the latest recipe, the new fashion look or a reader participation quiz. Next day could call for a no holds barred piece on child abuse. The reporter will be called upon to do anything and everything often at short notice and during irregular hours. This is no job for a clock watcher. Talent and ability are more important than fancy background. But you'll have to prove yourself fast. We aren't interested in beginners or excuses. Whatever weakness you have, we'll find them. If you can show us you're good enough for America's most exciting paper, send your resume and a couple of clips to Bill Taylor, Assistant Managing Editor, Philadelphia Journal, 3010 Market St, Philadelphia PA 19104. If you have applied in the past there's no need to do so again. And don't call us, we'll call you. If we think you might be big enough to handle a big, big job.

HELP WANTED

EDITORIAL

WE'RE SEEKING AN EDITOR

Our editor for 14 years, Jack Feeley, died recently, and we desire to replace him with an experienced editor for our fine newspaper.

We desire, not just someone to write editorials but to take full responsibility of the operation of the editorial department. This is not an ivory tower job.

Write in full detail your resume, salary desired (which is negotiable) and any information you think pertinent.

Send replies to: R. I. McCracken
The Times Herald
PO Box 591
Morristown PA 19404

REPORTER

An innovative Pacific Northwest daily is seeking an individual with excellent reporting and writing skills. Join a talented staff on a quality community newspaper. Send resume, clips and references to Personnel Manager, Walla Walla Union-Bulletin, PO Box 1358, Walla Walla WA 99362. An equal opportunity employer.

SECTION EDITOR

We don't want fluff stories. Neither do we want a city-beat hopeful. We do want a writer and editor who's honestly interested in food news and food features, practical fashion stories, home design and other useful, domestic forms of journalism as well as the harder lifestyle issues that touch people most directly. Daily experience (maybe including some on a city beat) preferred. Write, enclosing resume and clippings to James L Huston, Managing Editor, Waukesha Freeman, Waukesha WI 53187.

COPY EDITOR—Growing AM daily needs experienced copy editor, 2 to 3 years experience. Must be able to produce bright pages, edit copy, and write crisp heads. Send resume, tearsheets to Robert C. Atkinson, Managing Editor, The Post-Standard, Box 4818, Syracuse NY 13221.

COPY EDITORS
FLORIDA

The Ft. Lauderdale News & Sun Sentinel, one of the South's most progressive and dynamic newspaper companies has positions available for experienced copy editors. Successful candidate must have a minimum of 3 years daily experience with a strong editing, headline writing and layout background. AM/PM shifts. Salary commensurate with experience. Please respond detailing experience, salary requirements and references to:

Ft. Lauderdale News/Sun Sentinel
Claudia L Jack, Employment Manager
101 N New River Dr., East
Ft. Lauderdale FL 33302
(305) 761-4386
Equal Opportunity Employer.

HELP WANTED—Award-winning 2 year old twice-weekly newspaper seeks talented reporter with top writing skills, for in-depth coverage of booming Atlantic City, New Jersey area. Must be able to demonstrate experience, via clips, references. Salary to $13,000. Resume, clips to Box 35518, Editor & Publisher.

ARIZONA DAILY

Needs reporter for general assignment and sports. Electronic newsroom. Small active community located 4000 feet high in Patagonia foot hills country. Great climate without desert heat. This could be entry level position. Some Spanish helpful. Resume and clips to Phil Fritz, Editor, Daily International, PO Box 579, Nogales AZ 85621.

FREELANCE

STEADY CHECKS CAN BE YOURS for supplying us with in-depth prime stories for our fact finding magazine. Pay $175-$250 per article. For guide lines and sample issues write: Dominick A Merle, Globe International, 1440 St. Catherine St W, Montreal Canada H3G 1S2.

LIBRARY

FULL TIME position available with major eastern daily. $239 per week. Previous paper experience desirable. Box 35449, Editor & Publisher.

JOB LEADS

PR/EDITORIAL jobs nationally. Monthly subscription rates. M. Sternman, 68-38 Yellowstone Blvd, Forest Hills NY 11375.

Fast Growing Farm Publication Group Needs Four Exceptionally Talented People

If you would like to make a change in jobs and fall into any of the following four categories, please contact us right away. We request a resume and covering letter outlining your capabilities. The people we need will live in Clarksdale, Miss., which is 75 miles South of Memphis, Tenn. We publish DELTA FARM PRESS, SOUTHEAST FARM PRESS, SOUTHWEST FARM PRESS and CALIFORNIA-ARIZONA FARM PRESS which cover 20 states with a total circulation of 230,000. We also own DELTA MAILING SERVICE, INC., in Memphis and DELTA PROPERTIES, INC. We now have full-time offices in nine different cities. These jobs will be expected to pay you enough to make the situation very attractive and we will go into discussions with that fully in mind. We are looking for, and are willing to pay, top-rated professionals for these positions. Unusually good working conditions and fringe benefits. You would be joining an organization that is dedicated to quality work and is on the move.

1. COMBINATION PRODUCTION AND CIRCULATION MANAGER. This person must be able to do many things with an absolute minimum of supervision. Must know printing, production, mailing, and all phases of circulation management. Should be experienced.

2. SALES PROMOTION MANAGER. This person's duties will be zeroed in on ideas, production, art, copywriting, sales presentations and other phases of advertising, on our business, to go in magazines, direct mail and for use by our sales force. Good knowledge of research helpful. We want a person who has actually been doing the detail work on such promotional material, not someone who has been delegating it to someone else. If it's been delegated to someone else we want to hire that someone else.

3. SENIOR EDITOR. This person should be an experienced editor able to accept full responsibility for the editorial direction of all of our publications. This person must know agriculture, be an especially talented writer, be able to supervise 13 other editors, know photography, page layout and other matters pertinent to a high-level supervisory, editorial position.

4. EXECUTIVE SALES DIRECTOR. This person would supervise our U.S. advertising sales effort. They would be fully in charge of the excellent sales people now in our direct employ and the excellent publication representative firm which has played a large role in our progress for the past 10 years. This is a big job for a big person and the individual should have high-level capabilities in many areas. We have a smooth working advertising sales effort now and will not fill this position until we can find a really top-notch sales executive.

Send resume and covering letter to:

Wm. S. McNamee, President
FARM PRESS PUBLICATIONS, INC.
P. O. Box 1217
Clarksdale, Mississippi 38614

HELP WANTED

MARKETING

MARKETING/CIRCULATION
SALES MANAGER
If you have a marketing background with circulation sales promotion experience we have the right opportunity for you. We are a well established independently owned major daily in an exceptional growth market in Zone 2 looking for a motivator with solid administrative ability. Send resume with salary requirements to Box 35297, Editor & Publisher.

MAILROOM

OPENING EXISTS for mailroom foreman for a small southeast Texas PM with Sunday. Candidate should have Mueller 227 experience, be able to supervise and train staff of 20. Advancement opportunities exist for right person. Send complete resume with salary expectations to Box 35521, Editor & Publisher.

MAILROOM SUPERVISOR—To work directly with superintendent in large metropolitan daily in Zone 9. Union shop.

Must be experienced in 72P operation and the handling of large daily and Sunday circulation.

Line supervision main responsibility, but ability to schedule personnel and work with capital and operating budgets an asset. Box 35291, Editor & Publisher.

PHOTOJOURNALISM

8000 circulation daily needs hard working creative photojournalist with eye for news and features. $165-$175 weekly for beginner. Box 35375, Editor & Publisher.

PHOTOGRAPHER
We're seeking an individual who possesses strong photography and graphics skills. We're an innovative Pacific Northwest daily that places strong emphasis on visual presentation. Send resume, clips and other work samples to Personnel Manager, Walla Walla Union-Bulletin, Box 1358, Walla Walla WA 99362. An equal opportunity employer.

PHOTOJOURNALIST—Top Northwest weekly seeks writer-photographer, talent and reliability more important than extensive experience. Must be willing to work at menial as well as exciting tasks. Good creative outlet, solid company with outstanding benefits. Send resume and samples of published writing and photography to Box 35548, Editor & Publisher.

PRESSROOM

PRESSROOM FOREMAN—Growing newspaper and commercial shop in Pacific Northwest needs working foreman. 2 shifts. Young press crews need training. This is a challenging position in a growing company. Box 35474, Editor & Publisher.

PRESS OPERATOR
GOSS COMMUNITY WEB
If you are experienced in the operation of an 8 unit Goss Community Web Offset Press with SC folder and balloon former or one larger, we have an immediate opening. Being able to operate this press is a must so as not to waste your time or ours. This is a full time position with full company benefits. Call, The Princeton Packet, (609) 924-3244 for an appointment. Ask for Bob Hutchenson.

OFFSET PRESSPERSON for newspaper in central New Jersey. Salary commensurate with experience. Excellent benefits package. Send brief cover letter along with work history to Box 35595, Editor & Publisher.

ASSISTANT NIGHT SHIFT MANAGER—Experienced in commercial newspaper web printing. Goss Urbanite and V-15 presses. Supervisory experience a must. Allied Printing Corp, 280 Midland Av, Saddle Brook NJ (201) 794-0400.

PRESSPERSON—Nightshift. Goss Urbanite and/or Cottrell V-15. Experienced only, foreman potential. Allied Printing Corp, 280 Midland Av, Saddle Brook NJ, (201) 794-0400.

PRESSROOM SUPERINTENDENT
Zone 4, daily newspaper seeks pressroom superintendent experienced in a multi-press operation. Individual must be technically competent and have previous supervisory/management experience. Excellent salary and benefits. Please respond in detail to Box 35539, Editor & Publisher.

HELP WANTED

PRESSROOM

FLORIDA OPPORTUNITIES
Press Machinists
Presspersons
Opportunities are immediately available in our production department for experienced press machinists and presspersons. Completion of apprenticeship program and previous experience on double-width presses required. Offset experience preferred. Must be able to work flexible shifts and weekends. Top pay and benefits. For further information please write or call:

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(305) 761-4386
Equal Opportunity Employer

SPORTS EDITOR for Maryland Gazette, 25,000 twice-weekly newspaper in Glen Burnie, Maryland, 15 minutes from Baltimore. Heavy coverage of high school and youth sports. Must know layout. Stories also will appear in 30,000 circulation daily, The Evening Capital, Annapolis, Maryland. Send resume with 2 tearsheets to Edward D. Casey, Executive Editor, Evening Capital, Box 911, Annapolis MD 21401.

CITY EDITOR—The person we want must be able to lead and direct a talented young staff of 20. We are a 45,000 AM in a highly competitive Zone 4 market. Local news is our forte, and we want to further strengthen our strongest assets. If you are a city editor on a small paper, an assistant or a veteran reporter ready to move into management, you may be our person. Send us a resume, work sample, and a brief explanation of why you are the one for a key position on our staff. If you won't accept $17,500 per year, don't apply because that's what is budgeted this year. Box 35628, Editor & Publisher.

EDITOR for twin weekly in Rochelle, Illinois. This is a prime editorial spot in a strong community of about 9000. The successful candidate is mature, experienced, conservative and willing to settle down and become a leader in our community. VDT experience helpful. Page dummying, editorial writing, staff direction and photography experience a must. Contact Mike Tompkins, Executive Editor, Rochelle Newspapers, 401 N Main St, Rochelle IL 61068. No phone calls, please.

PRESSROOM FOREMAN
With minimum 5 years experience on Goss Metro who can print a quality product with process color. 50,000 circulation, 7 day publication in western Pennsylvania. Reply in confidence to Box 34583, Editor & Publisher.

WORKING FOREMAN—Weekly newspaper in Zone 1 wants working foreman to run Goss Suburban press. Growing commercial business. Must be flexible and be willing to work in growth business. Should be willing to train a second shift crew. Send resume and salary requirement to Box 33645, Editor & Publisher.

PRESSMAN-WOMAN to operate Goss Community or Suburban press. Excellent pay. Health, dental, disability and life insurance. Must have experience on Community, Suburban or related press. All relocation expenses will be paid for. Call Sid Simon at (215) 365-1155.

ASSISTANT FOREMAN—Medium sized West Coast daily newspaper requires an assistant foremen for Napp letterpress operation. Applicants must have a good operating and mechanical knowledge of Goss letterpress and supervisory background preferred. Excellent benefits, health, dental, vision and life insurance. Salary commensurate with ability. Box 35290, Editor & Publisher.

LARGE METROPOLITAN DAILY IN ZONE 6 has immediate opening for pressperson on Goss Mark II presses. Organization provides career growth potential with excellent salary and fringe benefits. All replies confidential. Send resume to Box 35118, Editor & Publisher.

PRESSROOM AND CAMERA FOREMAN southwest, Louisiana . . . complete new plant and 8 unit web press. Experience in newspaper and commercial printing desired. Excellent opportunity, salary based on experience. Send resume, experience and salary requirements to General Manager, PO Box 99, Sulphur LA 70663 or phone (318) 527-7075. All replies confidential.

HELP WANTED

PRODUCTION

PRODUCTION MANAGER, 2 shift web offset newspaper publishing and minimum 5-plus years experience, Goss Urbanite, Community presses. Top salary and fringe benefits. Permanent position with 57 year old company on San Francisco Penninsula. Will help buy home. Write Box 35635, Editor & Publisher.

PRODUCTION MANAGER—Management oriented person to train and coordinate production staff of weekly newspaper in Bergen County, New Jersey. Will switch to front-end system. Computer orientation helpful. Currently using AM 748, 490 and 430. Must be able to train and motivate. Resume and salary requirements in first letter. Perfect career opportunity. Reply to Mr C. Wrubel, Shopper Newspapers, 10 Old Stable Rd, Demarest NJ 07627.

PRODUCTION DIRECTOR
Sunbelt metropolitan newspaper seeks top level manager to handle production director responsibilities. Individual must have previous experience in all phases of production management. Salary commensurate with background and experience along with a comprehensive fringe benefits package. If you are now a production director or assistant production director on a medium-sized daily, we would like to hear from you. Please write in detail to Box 35540, Editor & Publisher.

PRODUCTION MANAGER for San Francisco Bay area semi-weekly newspapers. Responsible for all production from composing to camera to pressroom to mailroom. Requirements: knowledge of computerized phototypesetting, offset presses, inserting and scheduling, planning and cost control. Send resume to Box 35163, Editor & Publisher.

PROGRESSIVE ZONE 2, 70,000 circulation daily with modern plant and equipment seeks experienced production/operations executive to take charge of all production and plant responsibilities. Strong technical, leadership and management abilities a must. Reply in confidence to Box 35311, Editor & Publisher.

ASSISTANT PRODUCTION DIRECTOR for 165,000 combination circulation, Zone 3. Must have background for all phases of production, typesetting, press, computer, mail room and production management. Box 35287, Editor & Publisher.

WORKING PRODUCTION
MANAGER WANTED
Northern California 5 day daily, 4 unit Community, 7200, 4961's, 88 and top 4. Must be experienced in all phases of newspaper production, quality and maintenance oriented. Average 68 pages per week. Salary according to qualification. Excellent fishing and hunting area. Clean air, near mountain. Call, General Manager, Dan Hogen, (916) 842-5777.

PROMOTION

WRITER, with some layout knowledge needed for major West Coast newspaper. Zone, tabloid and special sections experience helpful. Box 35624, Editor & Publisher.

PROMOTION MANAGER
A diverse job with lots of interesting people to work with needs to be filled at Madison Newspapers Inc.

You'll buy media (consumer and trade) you'll write copy (direct mail, slide scripts, brochures, flip charts plus newspaper and broadcast). You'll schedule and stage events for our customers, plus manage the entire promotional budget (you'll spend about $100,000 your first year with a budget that is already written—but next year's budget is yours to write).

You should be able to speak to a group, budget your costs, develop promotional theme, write strong copy and execute coordinated campaigns for all newspaper products (most are intangible services).

Newspaper experience is helpful, sales and/or writing skills are also—but promotional knowledge and ability to keep things moving forward are as critical as your organizational and coordination skills.

Please send letter of application including education, work and salary history to:

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Madison Newspapers Inc.
PO Box 8056
Madison WI 53708
Affirmative Action Employer

HELP WANTED

PUBLIC INFORMATION

EDITOR/WRITER/PUBLIC RELATIONS
PRESS AND INFORMATION OFFICE, Vassar College, needs skilled, creative interviewer-writer to promote exciting work of faculty, students, alumnae/i to the press and through newsletter, to college constituencies. Some community public affairs. Bachelor's degree required. Journalistic experience and photography skills a plus. Minimum 3 years work experience. Send resume and present salary to Press Secretary, Box 9, Vassar College, Poughkeepsie NY 12601, by August 20. Equal opportunity, affirmative action employer.

SALES

EXPERIENCED sales representatives to sell capital equipment to the newspaper industry. Immediate openings for qualified individuals. Box 35415, Editor & Publisher.

Positions Wanted . . .

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GENERAL MANAGER with strong knowledge and effectiveness in marketing seeks position where skills can be applied to mutual benefit. An innovator . . . problem solver . . . decision maker . . . profit-oriented executive. Would welcome opportunity to discuss potential. Box 35170, Editor & Publisher.

GENERAL MANAGER/EDITOR position actively sought by person with top credentials, outstanding references. Excellent background with results to match. Box 35464, Editor & Publisher.

PUBLISHER/GENERAL MANAGER position sought by experienced professional. Highly successful and motivated. Have good general management, news and advertising background. Top references. Box 35462, Editor & Publisher.

MIRACLE MAN? No way! Hard work, innovation, and love of newspapers create results. Advertising (plus) to general management experience. Box 35406, Editor & Publisher.

PUBLISHER/GENERAL MANAGER—Strong experience: production, equipment purchase, computer applications, labor negotiations; financial area with emphasis on planning, zero abased budgeting, cost justification, wage and salary administration; MBO structuring of all departments; training and supervision of department heads. Box 35641, Editor & Publisher.

PERSONNEL MANAGER—Seeking position in personnel administration due to sale of company. Experience includes administration of employee benefits, property-casualty-liability insurance programs, auto fleet, college relations, training and development, member of pension committee. MBA in personnel administration. Willing and able to relocate. Contact Lynn DeFrance (517) 339-3076.

PUBLISHER/GENERAL MANAGER. Thoroughly experienced in all phases of newspaper management. Mature. Prefer daily of 20,000 or more circulation. Box 35594, Editor & Publisher.

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4 weeks—$1.70 per line, per issue
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1 week—$2.25 per line

Box service—$2.00 per issue

Count approximately 39 characters and/or spaces per line. 3 lines minimum.

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Editor & Publisher
575 Lexington Av,
NY, NY 10022
(212) 752-7050

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DIAL (312) 693-3267 for loads of daily newspaper know-how, all phases. 17 management years. Available now. Prefer Zone 5 or 9. Tony Pranger, 5525 N Chester Av, Chicago IL 60656.

ADVERTISING

CLASSIFIED ADVERTISING MANAGER—Over 25 years diversified experience on dailies and weeklies. Wish to relocate. Box 35475, Editor & Publisher.

GENERAL MANAGER/ADVERTISING DIRECTOR—I've got the experience, results and energy. Strong management background and a proven money-maker. Seeking strong challenge. Box 35465, Editor & Publisher.

ADVERTISING DIRECTOR—Self starter with proven growth and excellence. 15 years advertising experience, Northwest mountain area preferred. Box 35559, Editor & Publisher.

CARTOONIST

CARTOONIST seeks job with small town newspaper, any location. Tony Algiers, 1130 Wanaka St, Honolulu HI 96818.

CIRCULATION

EXCEPTIONAL QUALIFICATIONS—Assistant circulation manager/director. BA degree in marketing and 11 years of thorough circulation experience. Prefer medium-sized daily newspaper on the West Coast. Box 35508, Editor & Publisher.

DATA PROCESSING

DATA PROCESSING manager/systems manager, turned systems analyst, wants back in newspaper business with systems responsibilities. Experienced on DEC PDP8E and 11/70 systems. Mountainous area in Zone 7, 8 or 9. Box 35552, Editor & Publisher.

EDITORIAL

11 YEAR VETERAN sports editor, wire editor seeks new challenge. Skills include editing, interesting page layouts, knowledge of sports. Winner of various awards, honors. Zone 7, 6, 5, 8, 9. Call Don Cease at (602) 242-9255.

PULITZER PRIZE finalist, nominated twice, now has more than a decade of newspaper experience, at age 33. Has 4 other awards, college degree with honors, and a major Washingon governmental fellowship. Seeks challenging writing position in Zone 2, will consider other Zones also. Box 35176, Editor & Publisher.

WRITER with 2 years experience in all phases of magazine production and public relations background seeks similar position in Seattle, Washington area. Contact: S. Lese, 3725 S Massachusetts Av, Milwaukee WI 53220. (414) 321-3725.

EDITORIAL WRITER—Sometimes liberal, sometimes conservative, but always with ability to attract readers to the page. Desire to move up to larger paper, or to editor's spot on smaller paper. Box 35286, Editor & Publisher.

NEWS EXECUTIVE—Daily, weekly, multiple operations. Revitalizing moribund ones. Expanding existing ones. Starting new ones. Good with inexperienced staff. Strong graphics. Topflight writer. Box 35340, Editor & Publisher.

RELIGION WRITER/FEATURE WRITER with 6 years experience as reporter on both small weekly and daily newspapers desires similar position in Zone 2. Creative, enthusiastic and adaptable, with excellent references. Will relocate. Box 35467, Editor & Publisher.

EDITOR/MANAGING EDITOR or similar position wanted by professional newsman with strong management experience. Good writer and editor with finest references. Box 35463, Editor & Publisher.

AWARD-WINNING WRITER in Palm Beach available as stringer. Celebrities, features, hard news. Meet deadlines. Thoroughly professional. Box 35429, Editor & Publisher.

POSITIONS WANTED

EDITORIAL

EX-MANAGING EDITOR, 30, did it all in 6 years on small dailies. Wants to do 1 thing excellently on big paper. Reporter or city editor. Box 35422, Editor & Publisher.

AGGRESSIVE REPORTER who thinks on his feet seeks work covering news/sports/entertainment for a daily in Zones 1 or 2. AP stringer with good clips and references. Call Marc (617) 267-0566.

FEATURE WRITER/EDITOR: Lifestyle, films, sports, people, humor; you name it. Newspaper, magazine and book experience. You make the job interesting; I'll make it work. Box 35457, Editor & Publisher.

ARTS WRITER/ART CRITIC also general assignment, 19 years experience on medium and large dailies. Want new opportunity. Use camera, VDT. Box 35452, Editor & Publisher.

REPORTER-EDITOR—After 6 years writing editorials and columns for major metro I'm ready to return to newsroom. Let me show how I bring depth and human interest to hard news. Box 35423, Editor & Publisher.

REPORTER OR COPY DESK—J-grad has 18 months experience covering city hall, police, courts, sports, schools, general assignment. Edited and wrote for business weekly. Camera, some layout. Zone 7, 8, 9. Write Box 35619, Editor & Publisher.

TALENTED, DEDICATED writer/reporter, 2 years writing news, society, features; copy editing, paste-up, proofreading, typesetting at weekly. Syracuse University grad, solid college daily work. Earned 1 week paid trial at New York Times. Good clips, strong references. Seeks reporter's job with Zone 9, 8, 5 or 2 daily. Hard worker, will start at any level. Box 35618, Editor & Publisher.

ARTS/FEATURE WRITER—Looking for spot on metro or suburban daily. Also have general assignment, desk experience. Very good writer, 3 years experience. Prefer Zone 9. Jon Krampner, Box 1783, Sonora CA 95370 (209) 533-1930 or 532-7151.

HAS DONE IT ALL! Features, hard news, investigations. Covered Hollywood, Washington, local government, business, human interest, medicine, disasters. Won top Army newspaper award plus 10 years solid pro experience. BA journalism. Available now. Box 35616, Editor & Publisher.

AMBITIOUS EDITOR-WRITER, Swarthmore graduate, seeks entry-level copy desk, rewrite or reporting job on small daily or weekly. Managing editor, copy chief on college paper; intern on large weekly. VDT experience. Will relocate, any Zone. Eric Linton, 7715 Mill Rd, Elkins Park PA 19117. (215) 635-3104.

REPORTER, 23, ready for permanent position. Spent past year in non-permanent job on 45,000 Illinois daily. Covered major labor strike, political campaigns, local investigation. Excellent reference. Seeking job on 20,000+ daily in Zones 1, 2, 3, 5, 9. Box 35608, Editor & Publisher.

EDITOR/WRITER—2 years experience with lively weekly. Science and personality writing a definite plus. Seeks position with Phoenix, Arizona area newspaper or magazine. Box 35606, Editor & Publisher.

SPORTS EDITOR with 4 years experience on small daily seeks sportswriting position in any section. Phone, (308) 785-2104 or write Box 491, Lexington NB 68850.

EDITOR AND/OR REPORTER position sought on weekly or daily, prefer Zone 6. Journalism degree plus 4 years professional experience including news, feature, sports writing and editing; photo-taking, darkroom work; layout and paste-up. Box 35569, Editor & Publisher.

"GAS-SAVER" writer/pro-photographer for your Western and California work. 12 years at it. Features, personalities, pictures, products, engineering and business. Dave Bryan, 4910 W 129 St, Hawthorne CA 90250. (213) 676-9694.

AWARD-WINNING Journalist, female, currently feature writer on Eastern daily seeks reporting position; lifestyles, features. 13 years experience in all types of reporting. Box 35530, Editor & Publisher.

NO. 2 MAN looking for No. 1 job. Have been assistant sports editor 3 years at medium-sized daily. VDT, layout, writing experience. Box 35524, Editor & Publisher.

POSITIONS WANTED

EDITORIAL

EDITOR, 20 years experience, seeks new post. Knows VDT, good trainer, manager, writer. Box 35563, Editor & Publisher.

REPORTER since 1970 on cops and courts to space shots, TMI designers. Write to Journalist, 9904 Parkwood Dr, Bethesda MD 20014, or call (301) 942-3661.

EXPERIENCED REPORTER—MA in journalism, BA in political science, editing, legal and documents research skills, wants position with daily. Resume, clips, references on request. Dennis Melamed, General Delivery, Lemont PA 16851, (814) 238-1433.

EDITOR/MANAGER seeks new management challenge at assistant managing editor or managing editor level. 15 years experience in news/editorial. Creative editor, solid news judgment, effective people manager. Prefer metro area. Box 35544, Editor & Publisher.

BRIGHT, ENERGETIC, YOUNG WOMAN seeks sports writing position with daily, wire-service or magazine. BA journalism, June 1980. Experience in covering prep and college sports for Big Ten school as well as extensive knowledge of weight training and body building. Strong feature writing background. Some VDT experience. Prefer job in California, but willing to move anywhere. Box 35543, Editor & Publisher.

MANAGING EDITOR and associate publisher at a dead end seeks permanent association with compensation tied to profit incentive and equity acquisition; 25 years of experience in developing weekly newspaper groups, all departments including web offset plant management; won 36 state and national press awards for excellence in past year; age 46 and raring to share your toughest challenge. Steve Anderson, 520 S 12th St, St. Charles IL 60174, (312) 377-2162.

COUGH. COUGH. Can't breath. Corporate henchmen strangling our paper. Help me, I'll help your sports department with award-winning talents. Cough. Hurry. Can't hold out much longer . . . Box 35511, Editor & Publisher.

JOURNALIST seeks new challenge in Zone 9 as copy editor, ghostwriter or responsible aide in promotional projects requiring high literacy, maturity and dedication. Box 35509, Editor & Publisher.

NEWSROOM PRO ready for top slot on small to medium daily. 23 years as reporter, assignment city editor, copy editor, wire editor, political editor/columnist. Box 35507, Editor & Publisher.

NEWSPAPERMAN wants slot job or top spot on wire desk. Now on copy desk of metro. 5-9 years editing spent on metros. Background includes all major desks of news rooms. 5 years reporting also. VDT experience. Prefer West Coast or Southwest but will consider other regions. Box 35506, Editor & Publisher.

EDITOR of 2 national publications wants job in Chicago area. Strengths in staff management, editorial planning, writing/editing. Box 35527, Editor & Publisher.

POSITIONS WANTED

FREELANCE

COLOR SLIDES, colorful writing. From airshows to rodeos, sea otters, too. California's got something I can send to you. PO Box 961, Pacific Grove CA 93950.

LIBRARY

NEWS LIBRARIAN at Southwest daily seeks Zone 1 position as head librarian. Reliable energetic, gets things done. Box 35171, Editor & Publisher.

SUPERVISOR of metro daily needs change. Experienced in both traditional morgue and electronics library. Box 35512, Editor & Publisher.

PHOTOJOURNALIST

HIGHLY SKILLED production oriented photographer with multi-faceted background and technical excellence seeks position with photo oriented paper. Excellent portfolio. Any Zone. Jerry Crick, 939 E 38th, Spokane WA 99203, (509) 838-8095.

NATIONAL stories round out versatile award winning portfolio. Includes full page color and black and white photo essays, shot and designed by photographer. Five years metro-daily experience. Published nationally in Time, People and wire services. Self-starter, enterprising. Box 35417, Editor & Publisher.

REPORTER/PHOTOGRAPHER—Over 1 year daily experience, plus weekly experience. Desires new challenge and responsibilities on small or mid-size daily, or strong weekly. Has covered it all. Knows VDTs, darkroom and layout. A self starter. Prefers Zones 5, 7, 8 or 9. Donald Gerstein, 723 E 2nd St, Washington IA 52353. (319) 653-6978.

WORKING—Young photo chief, standout at good small daily ready for career advancement. Check me out. Clips, references, Box 35536, Editor & Publisher.

EXPERIENCED staff photographer on daily in Zone 1 looks to graphic oriented metro daily for advancement. Hardworking, strong edit and layout skills, good eye. Box 35650, Editor & Publisher.

PRODUCTION

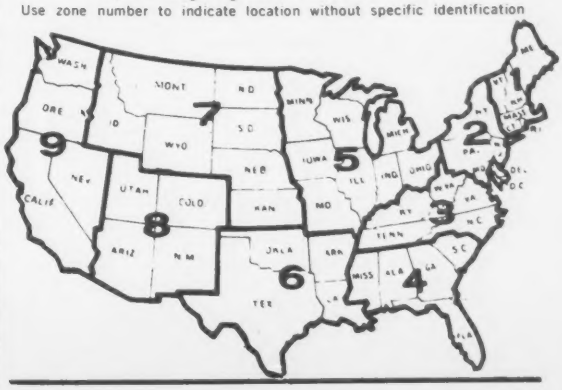
PRODUCTION MANAGER or pressroom superintendent. 23 years supervisory/management experience on multi-press operations and small dailies. Latest technology. Box 35515, Editor & Publisher, or call (501) 834-2310.

PUBLIC RELATIONS

PUBLIC RELATIONS—10 year journalism veteran with 6 years public relations experience in higher education and aviation, seeks pr/writing position with energetic organization. Imaginative writer/doer prefers aviation, automotive, education or related area. Consider part-time representation. J. Lee, 1922 Walgrove, Los Angeles CA 90066. (213) 398-5802.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



PM EDITION: Felker joins New York News as editor

By Andrew Radolf

Clay Felker, former editor and publisher of *New York Magazine*, was confirmed as the editor of the *New York News'* afternoon edition which will debut in the fall.

The P.M. edition will sell for 25¢ on newsstands, same price as the morning ones.

Felker will also "oversee" the News' new *Manhattan* section which will appear in both the morning and afternoon edition. Carole Kramer, now assistant features editor, will edit Manhattan.

"Felker is here and working," News editor and executive vicepresident Michael O'Neill stated. "He is a pretty good newspaper man who is just as convinced as we are that hard news is the backbone of any newspaper and must be the backbone of the afternoon paper."

When he owned New York Magazine, Felker built the publication into a journal appealing to affluent and trendy young urbanites on New York's upper Eastside. The News is out to win this same readership with its forthcoming editorial changes.

Since Felker's appointment rumors have been circulating he will hire many of the writers he made prominent while at New York to work for him at the News.

Felker declined to discuss his plans at the News until he has had a few weeks on the job.

News editor O'Neill said Manhattan will be a "regional daily section" focusing on that borough and "an extension" of the editorial changes occurring in the News since it introduced its Brooklyn, Queens, and Nassau-Suffolk sections.

"We try to reflect the particular flavor of each borough and its interests," the editor commented. "We want Manhattan to be 'with-it,' articulate, fast moving to reflect the special character of this borough."

He said Manhattan will feature enhanced coverage of arts, entertainment, fashion, lifestyles, and "who's doing what where."

"The central part of our strategy is to move away from being a typical post-war mass circulation kind of paper to a full service community newspaper for New York City," O'Neill explained. "We intensified our coverage of Brooklyn and Queens. Now we are intensifying our coverage of Manhattan."

He added the News afternoon edition will have a "heavy emphasis on Manhattan" in its general coverage as well.

Remarking the News expects most of the P.M. edition's readers to be commuters going in all different directions, O'Neill said its coverage "cannot concentrate too heavily on any one area. The afternoon audience has different needs. They want spot news, business news."

Although all of the plans for the afternoon paper have "not been pinned down," he added the edition most likely will not have a Brooklyn, Queens, or Nassau-Suffolk section.

"We have to put the afternoon paper out of our Manhattan plant," O'Neill said.

Enhanced business coverage is another key attraction of the afternoon edition. The News hired Frank Lalli, an assistant managing editor of the *Los Angeles Herald Examiner*, to be associate editor in charge of the P.M. edition's business section.

The press run for the P.M. News will begin at 3:30. Afternoon editions printed after 4:00 will have all the closing stock prices.

The afternoon edition will enable the News "to provide business coverage which is economically difficult to do in a large circulation base paper," O'Neill remarked.

The News also plans to introduce this fall in both its morning and afternoon editions five themed weekly sections.

- *First Person* which will include features on fitness, health, and coping with "one's own problems" will appear on Mondays.
- *Getting Ahead* about personal finances will run Tuesdays.
- *At Home* will join the News' "Good Living" section on Wednesdays.
- Thursdays will have *Style*.
- *Sports Extra* will run on Fridays.

O'Neill said the News "is not ready to tell about editors" of these weekly sections.

The newspaper's editorial staff will increase by 60 to 70 reporters and editors. In addition to the new editorial products, the paper will also expand its news hole by 16 to 23 pages.

"We'll be hiring a lot of both feature and news writers," O'Neill said.

A number of design changes will "go into effect when the sections debut," he noted, including new graphics and typefaces but not color.

O'Neill complained that too much media attention was being paid to the News' afternoon plans when, in his view, "the most significant product improvement of all" at the paper is the implementation of several production changes.

"We'll be using our Brooklyn plant a couple of extra nights a week. We've reconfigured our presses. We'll be preprinting some sections," he stated. "We're going to make sure almost 100% of our readers can get a paper which was printed after 1 A.M. Hard news and sports are still what sells newspapers."

These improvements are crucial, O'Neill explained, because much of the News' circulation losses have been blamed on production problems which delayed press runs and made the paper late or unavailable on newsstands.

The News circulation is about 1.55 million daily and a bit over 2 million on Sunday. Since March 1979, the paper has lost 85,000 circulation daily and about 125,000 on Sunday.

O'Neill asserted the News' readership losses have not resulted from dissatisfaction with its editorial content.

Referring to readership studies conducted for the News by Ruth Clark of Yankelovitch, Skelley, and White, O'Neill said, "All the research dramatically confirmed the approach we were taking with our editorial product. We're not about to run away from that and try something new. We have the best coverage for the middle income market, including some people on the high side and some on the low side. It's a truism we have more Times readers than the (New York) Times."

The News has purchased about "30 new syndicated features in all" to run in its P.M. edition and new daily land weekly sections.

Jack Metcalf, assistant to the editor, and who buys syndicated material for the paper, said the syndicated material covers a "broad spectrum" including columns on politics, health, finance, personal money matters, consumerism, self improvement, and do-it-yourself.

"We're in the advanced planning stages," he commented. "A lot of what we finally decide to run will depend on the indivudal editors. Some syndicated material in the themed sections will be full run, some are for the P.M. only. We're still deciding on the break down."

Metcalf added the News is "not buying any more comic strips" to go with its product changes.

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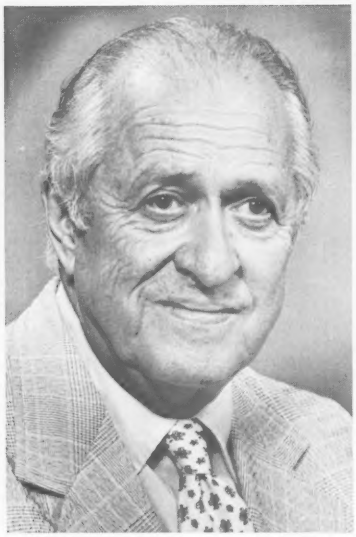

EARL H. RICHERT

CLAYTON KIRKPATRICK

ROY PETER CLARK

To encourage and reward outstanding effort, Scripps-Howard Newspapers a year ago launched three in-house editorial contests. Since July 1, 1979, we've awarded monthly citations (and cash prizes) to the best News Writer, Headline Writer and News Photographer in the Concern.

Now we're about to honor the best of the year in these categories for work performed through June 30, 1980. Winners will receive $1000 each and plaques. Runnersup will receive $500 and citations.

A distinguished panel will do the judging: Clayton Kirkpatrick, president and chief executive officer of The Chicago Tribune; Roy Peter Clark, Ph.D., teacher of writing at the Modern Media Institute; and Earl H. Richert, retired editor-in-chief of Scripps-Howard Newspapers.

They have their work cut out for them. We know.

The response to the program has been so enthusiastic that we've added two more categories in the second year, to honor outstanding reporting and feature writing.

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